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# THE AUTHOR & JOURNALIST

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## THE TAPESTRY OF CHANGE IN WRITING REQUIREMENTS

... By DAVID RAFFELOCK

Mr. Raffelock is Director of the Simplified Training Course and Associate Editor of The Author & Journalist.



David Raffelock

IMPORTANT changes in the magazine market are to be looked for during the next twelve months. Many of these will be subtle and will pass the notice of the casual observer but in the end they will stand revealed as consequential, possibly even so profound as to leave behind those writers who are not alert.

Shakespeare was of course right when he said that drama holds the mirror up to life, though he did not anticipate the modern magazine. Curiously, in the fiction it publishes it seldom reflects life as it is, though it is as quick as light to show the first nuance of social change.

Seldom has society witnessed the pregnancy of social change as America does today. The

magazine mirror is already foretelling changes, a kaleidoscope of not always brilliant colors, that will be swift, sometimes crude and obvious, more often subtle.

Two dominant movements will affect literature in the United States in the forthcoming year: The steady, powerful, impervious drive toward the right in economics, and the jerky, determined, bellicose pull toward the left. Virtually the entire body of important markets, from quality group to pulps, will side with the rightists.

The alert writer will endeavor to understand the significance of these movements and—according to his temperament—will throw in with one or the other, seeking to butter more thickly his bread or be a factor in directing thought toward social change.

Three distinct tendencies will be more and more apparent in forthcoming fiction. *Patriotism* will be a keynote. It will be sounded in a thousand ways, the real McCoy and the sheerest demagoguery. Under the cry of greater freedom and democracy for Americans, forthcoming fiction will eulogize big business, will lament the burden of a huge alien group, will decry the "foreign" labor organizer, will plead speciously for a return to good old-fashioned rule by the constitution that our fathers revered—while seeking to repeal it through laws curtailing civil rights and free speech. Patriotic stories will be the demand of virtually every editor, but don't think that the obvious George-M.-Cohan flag-waving will be enough; a more subtle brand will be the order of the day.

Forthcoming fiction will be *anti-liberal*. The signs are unmistakable. *Fortune* recently took to task an exclusive school for boys, reprimanding its faculty for not graduating class-conscious youths who will be aware of the legislative needs of the wealthy. The cries of Hearst and Macfadden will be heeded, for these powerful voices have been steadily bidding for the thought and interests of the masses. Already *Liberty*, *Collier's*, *Pictorial Review*, *McCall's*, *Saturday Evening Post*, and many other leading magazines have printed stories deprecating Communists, Socialists, the Soviet Union, and radical labor leaders. Under the drive of The United States Chamber of Commerce, The National Association of Manufacturers, and the Liberty League, magazine publishers whose economic interests coincide with theirs will become more aware of the power of the fiction they print. Authors who want to fall in line will find the market gloatingly eager for their stories.

Finally, fiction will be more *glamorous and optimistic*. The depression isn't over—not for the twelve million still out of work, at least—but the magazine publishers will have their readers believe that it is.

This will profoundly affect particularly the smooth-paper magazines. The lower middle-class, for the most part readers of the less expensive smooth-paper periodicals, will find a two-fold emphasis. This class is not out of the depression and will not be during the next year, but from almost all sides it will hear that the crisis is over, and it will want to believe this dream. Authors who can weave skilfully a bright-colored literary tapestry to hang in front of reality will find a growing demand for their wares. They must assure their readers that the "good old days" are here, for that is what the lower middle-class wants. For six long years it has been deprived of its sense of security and well-being, and of such luxuries as it knew before 1929.

If he is looking to the main chance, not only must the author paint on iridescent tapestry a picture that will lull the reader into a sense of security but he must also do one more thing: he must weave a curtain to hide the ugly, the mean, the hopeless, the pitiful, the inhumane, the tragic. No one with eyes to see—and many, fortunately for their own peace of mind, see not—can fail to observe "the forgotten men" of 1936-1937. The crushing march of the starving and denied will go on from garbage can to soup line to hopeless misery while the middle class tries to forget.

The upper middle-class and the wealthy will not need a gaudy curtain to shut out reality. For them, a more powerful smoke screen. The more expensive "slicks" and the quality group

will offer a new reality. Having repudiated the New Deal and a gesture, at least, toward providing protective social legislation, they will advocate the panacea of big business and increasing profits. In the past it worked; it will work again. As for the unfortunate—well, always there have been approximately three million unemployed persons—the indolent, the weak, the incapable.

During the past few years the "upper classes" have been reading the rationalizations of Pareto, Spengler and Dr. Carrell. These erudite supermen have conveniently proved the superiority of the wealthy, the need of the "strong" to dominate and control the "weak." Editors of magazines read by this class will be made to realize that no smoke screen, no sentimental weeping about the poor, no pandering to foolish ideas of equality is wanted. Instead, there will be desired bold statements of the divisions of mankind into those groups that Nietzsche failed to "put across"; the "supermen," proved so to be by the fact that they have the power over and control of the forces of economics, and "the drawers of water and the hewers of wood," proved so to be by the fact that for generations they have been the workers and had to be fed and clothed and taken care of.

The change in the pulps will be subtle. Readers of these are for the most part juveniles and proletarians. It will be, as it has been in the past, foolish to tell them to forget that they are hungry and without hope. Scribes whose facile fingers find poor men's dreams in the keys of their typewriters will punch a little harder on Sex, Success, Superiority and Struggle.

Sex is an unstable quality, for society fears its influence on the great inchoate mass. The sex story is now fast reaching the peak of its present upsurge and will subside, only to rise again later.

Stories of personal achievement will be welcomed, for they prepare for the coming of the Strong Man who will inevitably be necessary to preserve the status quo. This subtle adumbration of the coming Mussolini or Hitler will be sensed as highly desirable.

Pure fancy, diverting the attention of the young and the masses to impossible inventions that carry men to other worlds, will continue to be in demand; it may even increase. The market for stories of horror, also carrying subtle suggestions for potential fascist forces, will doubtless increase.

Soon will come the recrudescence of the war story. Already it looms on the horizon: the movies, after all, find war the most dramatic situation in life and the pulps are digging up old titles. This is no accident. Congress is making tremendous appropriations for war ma-

terials. Europe is an armed camp. Already nations are straining at the leash while Mars cracks his whip. The insinuation of pro-war propaganda is beginning and fiction is already being conscripted. Those writers of war stories who were left high and dry by the sudden collapse of the war story may once again be "sitting pretty." And those of them who wish to endorse editors' checks will forget the horrors and brutality of war, instead writing of its drama and thrill and adventure.

Readers of pulps, as heretofore, are to be duped and held in leash, readers of the less expensive smooth-paper magazines are to be lulled by syrupy, saccharine dreams, readers of the expensive slicks and the quality group are to be given rationalizations of the beliefs they prefer to hold.

What about the more thoughtful or forthright rebellious authors? Must they remain silent or pander? For them—at least during the coming months—the left magazines and publishers. "Proletarian literature" is a popular fad, possessing even greater virility than Humanism experienced at the turn of the prosperity era. Even some conservative publishers are heeding the call of profits and are issuing such books, some that dominate the "best seller" lists, as have *Europa*, *A Stone Came Rolling*, *Tortilla Flats* and other recent novels. The recently organized Book Union, a book club dis-

tributing only radical literature, has given an added incentive to authors of this type of material. During the forthcoming year the demand for leftist books will doubtless increase, though conservative houses are likely to fight shy of them very soon.

Little is offered to the leftist magazine writer, and this will be even more true in the next twelve months. *The New Masses*, a weekly, pays for material but publishes only a limited amount of fiction. The "little" magazines of similar persuasion pay little if anything. The quality group has published some stories of this type, but the tendency seems to be strongly in the other direction.

More than ever before in the history of American magazine publishing, the author in the forthcoming months and years will be required to write less of what he sees and believes and more of what publishers demand. Those writers whose business it is to supply the demand, regardless of personal convictions, or perhaps *because* of their convictions, if they coincide with those of the publishers, will keep an ear to the ground. There will be definite changes in magazine policies—not changes that shriek their newness, but sly, subtle, almost inscrutable ones. Those who are sensitive to minute shifts that in the end may prove to be profound movements, are the authors whose work will prove popular during the months to come.

## THE FREUDIAN-ECONOMIC KEYS TO FICTION TRENDS

By THOMAS H. UZZELL  
Teacher and Critic

THE trend in popular stories is swinging away from the stereotyped formula of past years. This break, threatened for several years, is now so marked that popular and literary magazine materials are gradually overlapping. In a similar article in this magazine last year, I said: "This realistic tendency will induce in the popular story greater naturalness in narrative, more simplicity and less artifice in plotting, but no deep change in story values." That prediction has come true in 1935. It will be even more unmistakably apparent in 1936.

There will be much less artificiality in plotting and most of such work will appear under the by-lines of name-writers who broke into the big-time with this type of fiction, and who will undoubtedly finish their careers pounding it out. But the young writers, the unknowns, you who will supply the stories of the next generation—you will arrive, from now on, in greater numbers through sincere, reasonably honest writing than through sensational, plotty chicanery.

"Heroes" and "villains" will be fewer. The villain, in many cases, will prove to be a human weakness, conquered or vanquished by the characters at the story's end. There will still be forced happy endings, sentimentally contrived finales, yes, but the proportion will be distinctly smaller. Even now, literary material is appearing extensively in the popular magazines,

and while we will not live to see the mechanized story totally erased, the balance between the two is inevitably evening up.

Shorter lengths in the popular story will become increasingly salable. Right now a story of 3500 words is much easier for a literary agent to place than a story of 5000-6000 words. The short-short is approaching a new heyday and is more in demand than ever; even *The Saturday Evening Post* is printing them, and the *Post* never printed anything less than a full length story in its history!

Let's move briefly to the field of the literary story. Serious writers will chiefly continue psychological exploration of character. After some thirty years of trying in vain to prove Freudian psychology in error, almost all serious writers accept it now and are re-interpreting life with it. Of course, the important new discoveries will continue to merit the attention of authors—I mean, the vital fields for contemporary stories, such as:

1. The economic crisis and the readjustment of the public and business to present problems.
2. Unemployment. Big Business has not yet found a way to exploit the bright, eager young people, the competent adults who, through no fault of their own, remain idle.

3. Social revolts through the country (in many cases kept out of the newspapers).

4. The remnants of the lost, wild generation, now pretty well tamed. Sex will not be tabooed, but controlled.

5. Rational solution of divorce problems. The widespread knowledge of psychoanalytical knowledge is gradually being felt by the masses.

In both popular and literary publications, fictional material which is significantly related to these vital, timely concerns will be overwhelmingly in demand. It's still as true as it was last year that there "never

was a time when for the ambitious writer, self-confidence and self-expression were more important." Last year I advised writers to write what they know; it's more important than ever, *beginning right now*. Imitation of successful authors, successful stories, successful methods will get the unknown writer into important markets in rare instances during 1936.

A final word—about the novel. I think it was John Chamberlain who said, recently, that there can't be a really important novel for five years more than hasn't an economic or social angle. To that summary I can't add or subtract; I can only say, Amen.

## IMPROVED MARKET DEMANDS YOUR BEST

By AUGUST LENNIGER  
Literary Agent

THREE encouraging trends significantly manifesting themselves in the literary market throughout 1935 give every indication of a bright future during this new year:

1. Many *successful* new magazines were launched during 1935, with notably few fatalities, probably due to the fact that most of these new ventures were sponsored by reliable publishers who had both the necessary money and experience to launch them properly. In most of the few instances where such new magazines folded their tender pages after several issues, the writers were *not* left holding the sack. None of us lament the decline in number of the "shoestring publisher." A simple numerical comparison of the list of active fiction markets in this issue of *THE AUTHOR & JOURNALIST* with the issue of March, 1935, will indicate that there is a substantial increase in reliable fiction markets this year.

2. Last year, with the exception of the long-established magazine houses, the generally prevailing rate with most of the pulp magazines was around  $\frac{3}{4}$  cent per word. Today, a cent a word is the average minimum rate, with the long-established firms usually paying a higher minimum. I also find a much greater tendency, among most of the magazines, to pay better than their regular rates to writers whose work they consider above average; to reward merit and quality in individual stories and individual writers—a real inducement for the contributor to give them his best.

3. The smooth-paper general-interest and women's magazines show an encouraging number of new names on their contents pages. Some are new writers whose work was distinctive enough to receive immediate recognition by these first-class markets; some are "pulp graduates." A really good story, even if the writer is not well known, stands a fair chance of "crashing" the "slicks" these days. While this has always been true, I have tangible reasons for feeling that the large-circulation markets offer greater opportunities today to new contributors who can meet their discriminating standards, than they have since the debacle of 1929.

Perhaps the most significant trend which popular fiction as a whole seems to have taken within the last year, is a much heavier emphasis on characterization and real human-interest emotional values. We find this particularly manifesting itself in the "pulp" Western, Western romance and detective fields. Action and plot are no longer enough for most of them; they want "real stories that get under the reader's skin," as one editor puts it. We find a generally better quality of fiction in these fields today, and the writer who is putting more sincerity, realistic emotion, flesh-and-blood characters into his stories is reaping his due reward in checks. The merchant of "blood and thunder" is doing less business. But while this holds true *in general*, there are notable exceptions.

With a bigger and better fiction market before us, we also find keener competition, for each year brings into the lists a good crop of really talented new writers. Pride in workmanship, I believe, is the keynote for 1936 success. From the smooth-paper top-notchers right down through every class of "pulp" magazine, editors generally are showing a keener appreciation for quality. Not the "quality" of the experimental one-man reviews, but the simple quality of sincere, wholesome stories that leave the reader feeling he has read something worth while.

## HARBINGER OF GOOD

By JOSEPH T. SHAW  
Editor of Black Mask

REPLYING to your inquiry, during the past year and particularly the past six months, I have observed a decided improvement in the entertaining quality of stories, at least those that have come to us. This applies not only to the newer writers in the field, but quite as well to writers who are well established.

It was not so long ago that writers distinctly reflected in their work the uncertainty and doubt that was so prevalent throughout the country in all lines of endeavor. And at that time the effect was more noticeable among the older writers than newcomers. They gave the impression of inability to concentrate with a free mind on the work in hand.

Now, if we can judge from their current efforts, that period of perplexity and distraction is happily past. Perhaps this is a sign and harbinger of good times again on the way.

## 1936

By EDWIN L. SABIN  
Author—Literary Critic

THE good story of crime and detection. The smart love story reflecting our cocktail era, with youth or youthfulness in modern scene. The popularized "West," Hollywood, radio production. Domestic problems consequent upon financial stringencies seem to be inciting fiction and semi-fiction upon pioneering themes. The American transient, relief work, and other slants of the New Deal should encourage creative thought. The situations in the Orient, the various phases of air travel, the political campaign, give a pronounced trend to the fiction and non-fiction output. Sports articles of the intimate type, and self-revealing autobiographies, are still in the reckoning. There may be a decline in the sordidly emphasized, over-realistic short stories and novels, but this is for the dictation of the public taste.

# A-B-C PLOTS

By HAL G. VERMES



Hal G. Vermes

of us who are still serving our apprenticeship; we write stories which, while they may have some little interest, do not hold the reader's attention; our fiction lacks the *sine qua non* of all stories which are written to be sold: complication, conflict, and most important of all: suspense.

Another point I wish to make is that no system of plotting can supplant imagination. Imagination is the author's principal tool; it is impossible to write a good story without the continual use of it. Therefore, the most we can ask of a plotting method is that it serve to prod and stir our imagination to the point where we can employ it profitably in the fabrication of salable fiction.

And now for my method. We begin by setting down the principal incidents, in their regular time sequence, of a common series of events. Let us take for our first example the simplest form of love story, and list the details in this fashion:

- A      Boy makes girl's acquaintance
- B      Boy proposes
- C      Girl says no
- D      Girl says yes

There we have the logical sequence of events, in its simplest form, just as it occurs in everyday life. But, of course, we have no story. Now, for our second step, we scramble our incidents thus: B-C-A-D. And what have we now? Let us see: boy proposes, girl says no, boy makes girl's acquaintance, girl says yes. It doesn't seem to make much sense, does it? But that, as

This is, we believe the most original contribution on the subject of fiction plotting that The Author & Journalist has published since Sewell Peaslee Wright's "The Detour Theory of Plotting." The author has sold to a large number of publications. Of more than 100 manuscripts he sold last year, 40 were placed with the McClure Newspaper Syndicate.

you perhaps already perceive, is the way to get suspense. Let us sprinkle several drops of imagination (cranial perspiration) on this scrambled sequence and see if we can make anything of it. Just what have we here? A boy proposing to a girl before he becomes acquainted with her. This immediately translates itself in my imagination into the opening incident for a story: "Pardon me, Miss, but will you marry me?" "Why, my dear sir," the girl replies, "I don't even know you!" And there we have the beginning of a story that contains suspense because it starts with a complication.

"But," some reader may rise to remark at this point, "why did the boy propose to a girl he doesn't know?" And that, of course, is the story. How good it will be depends upon the training and ability of the individual writer; but we have the important thing: we have a plot problem which will be salable if we solve it in an effective manner.

Let us take the same plot sequence and try again. This time we'll write down the letters in this order: D-A-B-C. And what have we now? "Girl says yes; boy makes girl's acquaintance; boy proposes; girl says no." Seems to be no sense to that one, either. But that is always a good sign, for if there's no reason in our scrambled plot sequence, then we have a problem which contains complication and suspense; and that's just what we are looking for. Let's have our imagination play on this crazy pattern for sixty seconds. Looking at it, we see that we have the girl saying yes before the boy proposes. Well, what does that suggest? To me it offers, almost at once, the following plot picturization: "Johnny Jones, I am going to marry you." "Gosh," says Johnny, "I haven't even proposed to you. And I wouldn't marry you, anyway!" And there again we have the beginning of an interesting plot because we have two problems to solve. Why did the girl say she was going to marry Johnny before he proposed to her? And how does she finally get him to do so?

But these two examples give only a slight idea of the usefulness of this plotting method, because we have started our exercise with only two characters and but four events. In my regular work I begin with a larger number of incidents—usually about a dozen—so that I can scramble them into many more combina-

tions and thus get greater complication in the plot. Here is a more elaborate arrangement that I would suggest for the use of the writer who wishes to practice this method.

- A Boy meets girl
- B Boy proposes
- C Girl says no
- D Boy meets second girl
- E Boy proposes
- F Second girl says yes
- G First girl now says yes
- H First and second girl meet
- I Both girls say no!

Starting from scratch, that plot sequence took me fifty seconds to think out and set down; and at first glance it looks to me as if we already have a good plot. While I do not think that any imaginative person will have any trouble thinking out these A-B-C sequences, in case there should be any difficulty, let me point out that in these love story plots all I do is use the four elements: "boy; girl; yes; no." I write them down any way at all; and if I find that I can't do anything with the way I first scramble them I simply scramble them again and again until I get a combination that sets a spark to my imagination. In the foregoing sequence, the variations that can be worked out could keep us busy for the rest of our days. For just one example, look at the different problem we can give our hero by just changing the last incident from "both girls say no!" to "both girls say yes!"

Finally, to give some idea of the flexibility of this plotting method, let us apply it to a mystery story. We want to write, let us say, a murder mystery. So we begin by setting down the main incidents following upon a murder—and we can note these events from the latest murder story in the newspapers, if we prefer. But let us here put them down in the most common time sequence.

- A A murder is committed
- B The police are notified
- C Some clues are found
- D A man is charged with the murder
- E He is sentenced to death
- F The true murderer confesses

There we have one of the simplest types of murder story plot; but the way it stands, it's too ordinary. So let's see what we can do to get a good plot out of it without turning our imagination inside out, wringing it dry, and finishing the day with nothing for our pains. I fiddle around with these letters, scrambling them several different ways, and yet at the end of five minutes I still haven't anything that

seems workable. Wait a minute—now I've got one that looks like a real lead. I take the letter "F" and transfer it to the head of the column; then I've got F-A-B-C, etc; that is, the story begins with a confession by the true murderer.

"But," everybody now shouts, "how can you write a story when the real murderer confesses in the very first line?" Well, that admittedly takes a bit of thinking; but the plot method has given us a complication to work on and that should be all the incentive we need. After chewing on my lip for a while, this is the way I solve the plot problem. We've got a confession from the murderer. The only way I see that we can get a story out of that is to make it obvious to all concerned that, although he has confessed, the murderer couldn't have committed the crime. He has, let us suppose, a perfect alibi; he was out of town or something of the sort. Not so terrible; but let's try to make it even more obvious. Let's make the murderer a cripple who can't use his hands. Better yet, let's make him a paralytic. He couldn't have committed the crime, so the other characters think, because he is completely paralyzed. And still, please remember, he is "the true murderer," according to our plot sequence. He confesses to the murder; nobody believes him because he is a paralytic; and yet he is the real murderer. How good a story we write from that complication depends upon how well we solve the problem. I made a story out of it and I called it "The Stone Man." You're welcome to everything but the title.

Perhaps that problem seems too tough to solve. But let me emphasize that, in my experience, the tougher the problem, the better the finished plot. If when you are working out your story problem you do not know how it will be solved, then when you write it the reader won't know, either; and in that way suspense will be woven into the very fabric of the story pattern. Every good story presents at least one problem; you, the writer, have to solve that problem logically; the harder it is to figure out, the better a story you will have when you are done.

Glance at our murder sequence again. Take the letter "B" and start with that: B-A-C-D, etc. Now our sequence tells us, first, the police are notified of a murder; and second, the murder is committed. But why should the authorities be notified of a murder before it occurs? Perhaps because the murderer thus hopes to cover up his guilt. Let's start the story: someone phones the police (B) and says that there has been a murder; the police arrive but (according to our plot sequence) there is as yet no murder; the police naturally think that the person who phoned them is crazy; then (A) the murder is committed. Why? Why? How?

How? Those are some of the questions that the writer must work—and over-work—his imagination to answer. But when he has found a logical solution, his efforts will not have been in vain. He will have a story because he started off right with a natural complication impregnated with suspense.

I could go on like this all night and have a

score or more of plot sequences to work on by morning. But I don't have to do that because since I evolved the A-B-C- method, I am always well supplied with plots. Maybe the A-B-C plotting exercises will help you as they have helped me. It's your turn now. All you need to start with is your A, B, C's. Go ahead and try it. And the very best of luck to you!

## BUSINESS WRITING BECOMING AN ART OF CONDENSATION

By M. A. BARTLETT

Managing Editor, Bartlett Service

"MORE and more toward the tabloid," writes editor after editor in the business-paper field, stating 1936 requirements.

"Cut out long introductions, cut out unnecessary backgrounds. If it's easy to present the idea in 500 words, tell it in 250."

Of course, there are all kinds of business publications. There are those that seldom buy a "short," all features running from 800 to 1200 words; there are those that use the business feature based on a writer's knowledge of a specific subject, rather than on a direct interview with a named merchant; there are those that maintain regular news correspondents in principal cities.

In various fields, style and fashion news has taken precedence over merchandising material, buyer-readers being informed not so much on how to sell as on what and where to buy.

Pictures are increasingly important, though payment for them is not commensurate with the value editors place upon them. It is not uncommon for a writer to receive \$2.00 for an illustrated "short" of 250 words and picture. In print, the article appears as a picture and caption. Yet the writer may have spent

hours filling his roll of films, out of which only one negative sells—to say nothing of the time he spent waiting to interview the merchant in order to secure the necessary facts, later summed up in a 35-word caption.

Editors buying full-length feature-material usually show greater consideration. If pictures are ordered, actual cost is allowed.

Illustrating present demand for pictures is the statement of one editor: "Ascertain first if pictures can be secured. If they can, get an interview; if they can't, go to somebody else."

Few pay-on-acceptance publications remain in the business paper field, most of those so stating paying from one to four months after manuscript is received.

Collections, however, are very satisfactory.

No hard and fast rules can be laid down for success in business-paper writing in 1936. Every publication must be studied for its particular requirements. However, the writer who aims at simple fact-reporting, stripped of every unnecessary word, will make many friends among the editors; and, if he will work hard, interview much, spread his work into many different fields, he will most certainly reap pleasing rewards.

## SCREEN STORY OUTLOOK GOOD

By ADELINE M. ALVORD

Hollywood Screen Agent

AFTER a year of unsettled markets due to mergers and shifting of executives, the studios have settled down and offer a more steady and reliable outlet for writers than has been the case for some time.

Major companies announce 1936 as a year of more program pictures, which means more films produced at nominal cost rather than just super-features, thus creating a demand for more stories. Since studios will strive to keep down the cost of production, this means that the writer of original screen stories will have a splendid opportunity to make good in this field. Producers must pay more for published novels and successful plays, sometimes an exorbitant amount, and if a writer can turn out originals which contain the necessary screen requirements, his work will stand a good chance of being considered.

As announced recently in *Motion Picture Herald*, original stories supplied 52 per cent of the screen material used during 1935, and undoubtedly an increase will be shown this season.

Writing for the screen is vastly different from writing for publication, in one respect particularly. When an author wishes to dispose of a piece of fiction he studies the various magazines and selects those which

use material of a type similar to his story. He knows that each publication has a definite trend and it would be useless to submit a pulp adventure yarn to a "quality" magazine.

With the studios this is not the case. Each company makes every possible type of picture, and there is no "slanting" necessary, as with the magazines. And since a legitimate agent presents a story again and again to all screen markets, it is evident that all types of story in popular favor have an equal chance of going over.

For this season, it seems likely that background and regional stories will continue to be good, some Westerns depicting modern ranch life are wanted, and general dramas of family life, typical social problems, etc., will be purchased. Censorship bans have not been lifted to any great extent, and are still enforced on kidnapping, dope, and gangster stories.

Action is very necessary to the good screen story, and the fact that pulp magazine writers are selling to pictures is strong evidence of this. If screen writing interests you, bear in mind that your story must contain action, so that it will provide something for the cameras to photograph. Talking pictures are still motion pictures.

# WORKING HABITS OF WRITERS

... "It Takes All Kinds"

**E**VERYTHING from no system at all to routines that would excite the envy of an efficiency expert came to light in letters submitted on the Febrary A. & J. prize-contest topic, "Working Habits of Writers."

Some writers work at their job of turning out copy just as methodically and unemotionally as day laborers. They go to work at a stated time each morning, work a four, six, or eight-hour shift, grant themselves a regular vacation each summer, and otherwise comport themselves as solid, rational citizens. Others work under most erratic conditions, write only when the mood seizes them, sometimes at late hours of the night, sometimes thirty hours at a stretch; are afflicted by turns with feverish periods of industry and laziness. Some are lost without coffee or tobacco; some never employ stimulants of any kind.

A very large share of the contributions from women dealt with their solutions to the problem of writing while carrying on household duties, raising families, and the like. And it is inspiring to realize how many books, stories, articles, and poems have been turned out under such difficulties.

After a great deal of mental travail, the editors of THE AUTHOR & JOURNALIST selected the following prize-winners:

*First prize:* Lawrence Cardwell, Payson, Ariz.

*Second:* Betsy Logan, Philadelphia.

*Third to eightib:* Mrs. Eva R. Baird, Lowell, Wash.; Gilson Vender Veer Willets, San Francisco; Leslie E. Dunkin, South Bend, Ind.; Mrs. A. C. Bouck, Eugene, Ore.; Mrs. Donald H. Bell, Tucson, Ariz.; Willis Knapp Jones, Oxford, Ohio.

Because he elicited a chuckle from every member of the A. & J. staff and office force, Lawrence Cardwell, of the VV Ranch, Payson, Ariz., took first honors in the contest. His contribution is published herewith. Space permitting, we hope to publish in later issues other interesting letters entered in this contest.

## FIRST PRIZE WINNER

By LAWRENCE CARDWELL

Maybe my wife should write this letter; she's the one who pointed out my "routine" and "writing habits." She has watched the pre-natal indications of all my brain-children.

My routine will prove three things: that I'm not a "natural," that a person can write salable stuff without being one, and, that unless I find a new system I'll never write a million words a year. (But, as you'll see, I have a lot of fun.)

To begin with, I have an "idea" book, in which, from time to time, I jot down something like this: "Wild mare rescued from snow and starvation by owner of small ranch. . . . Rancher driven into box-canyon by enemies. Mare knows secret trail she traveled when wild. Climbs out and escapes with wounded rancher."

When there is at least three days' dust on my typewriter, I scan the pages of the little black book. Sooner or later I'll feel like a wounded rancher or a wild mare, and the above will strike my fancy. Then do I sit down and hammer the dust off the typewriter? Not me! No, I decide to call the little mare

"Mahara." Come to think of it, I've always wanted a wild mare named Mahara. And Bert White will be a good, honest name for the rancher. Now do I sit me down to the typewriter? No, I read the "idea" again. Now I can see the mare plumb plain, and, believe it or not, I'm beginning to feel like Bert White. In twelve hours it's a toss-up whether I'm Larry Cardwell or Bert White. In twenty-four hours, there's no question. I am Bert White! During this and subsequent days my mind, or Bert White's, is busy considering enemies, situations, complications.

Sitting in the house watching a thunder-storm or out riding the range, I am Bert White, faced with Bert White's problems, which are beginning to pile up, scene by scene, and look like a story. I get goose-pimples at the jams I get into, and thrill at the unexpected neatness with which I get out of them. By this time I feel so much like Bert White that if I happened to be in a hotel lobby and they paged Mr. White, I'd probably hand the boy a dime and tear open the telegram. My various colored saddle horses all look like a little sorrel mare, and they think "Mahara" is a new cuss-word I'm springing on them.

Now I'm so full of Bert White and Mahara, I'm about to blow up. I've got to get it off my chest. I hunt up the wife. "Listen, Susie. What do you think of this one?" "Nix," she says before I can get started, and jerks her thumb toward the typewriter. "Go over there and write it, then I'll read it." Usually the writing comes fairly easy and I try to get the first draft done in one sitting.

Why the three days' dust on the typewriter before consulting the idea book again? It takes that long to quit being Bert White. And I have to be myself part of the time. After all, I'm the guy my wife married.

In the whole procedure the only phase I would consider "inspiration" is the original idea jotted down in the book. The rest is just a lot of pleasant make-believe—and the typing is hell.

Moods? I make 'em. I have a phonograph. If the scene should be sad, and I feel like a June bride, I put on "Bury Me Not On The Lone Prairie." If the occasion calls for the crack of a rifle to reverberate down the canyon, and I'm wondering when dinner will be ready, I step to the door with my Winchester and listen to it reverberate down the canyon. If I come to the part where, "Then all was silent; only the acrid haze of burnt powder filled the little cabin," and can't think of the right answer, I take my six-shooter out to the blacksmith shop and empty it—and smell the burnt powder.

This procedure was developed slowly, with a lot of experimenting and writing reams about characters that were dummies because I was dealing with them objectively and didn't know how they felt myself.

I recently finished a yarn about a wild stallion. I got to hanging around the corral with the other horses and stamping my feet. When I caught myself on the verge of neighing, I came to the house and wrote the story.

Whether my method wins a prize or not, any one of which I would value highly, I hope it will help some beginners to make characters out of their dummies.

# INTERVIEWING PROBLEMS HOW TO SOLVE THEM

By JOHN T. BARTLETT

Associate Editor, *The Author & Journalist*

FOURTH IN SERIES, "WRITING FOR THE BUSINESS MAGAZINES"

**B**USINESS-PAPER subscription salesmen and itinerant photographers have worked many towns, posing as editorial representatives.

"I am a writer for the *Inter-Ocean Grocer*," the salesman begins. "We would like your opinion of the chain store question." The opinion is forthcoming—you can be sure of that!

Industriously, the salesman makes notes, then, about to leave, casually but determinedly proposes a subscription. No piker, he tries first for three years, comes down by stages to one year.

The photographer, of course, says the editor wants the picture. His racket is to sell "extra" prints.

Because of these schemes the bona fide business writer, introducing himself, is often met with, "I don't take your magazine, and I don't want it." As fast as that! In some cases, the merchant may say nothing, but the writer, putting questions, faces an unwilling source, whose replies are noncommittal, evasive, or actual misstatements.

This condition exists so widely that, interviewing business men whose experience with business writers has probably been limited, the skilled interviewer often includes in his introduction the statement, "I haven't anything to sell, Mr. Johnson. The publication pays me to see you and get a report." Such explanation usually solves the problem.

Every so often, a merchant approached for an interview will reply cynically, "I don't go for this publicity "stuff. I'm no notoriety-seeker!"

Why he is sour, the writer cannot know. Perhaps his successful competitor is in the local news often; or the last local write-up in a national business paper was of the chap across the street.

Such reticent interviewees seldom are serious problems. Really, they are hungry for public-

ity. The experienced writer (1) refuses to take the objection seriously, laughing it away; (2) shows the merchant he may expect some definite advantage from publicity; (3) asks for the information on condition that he does not use the business man's name.

In one development of (3), the interviewer, having obtained his story, returns to the subject's objection and obtains permission to use his name. "I won't quote you, but we would like to give you the credit."

"Why should I give away my hard-earned knowledge to my competitor?" an occasional source objects. This man, too, usually can be persuaded to talk. Some writers reply, instantly, that they can get the whole story in a dozen other ways. The interviewer may reply that he wants no secrets, only the open and exposed information which any competitor could get easily—probably already has. It may help to mention the generous publicity policies of foremost business enterprises of the community.

Professional business writers usually don't bother to carry much about with them for credentials. Any writer who has difficulty should obtain letters from editors, letters from well-known business men, other materials, to clear up doubt in the subject's mind. Another tack: "I wish you would call up Mr.\_\_\_\_\_, of the Chamber of Commerce. He knows all about me."

It is surprising how often sources suspect that the business writer is, in reality, a scout for a competitor.

Once I got a fine article from an Oklahoma shoe merchant. After an hour's conversation, he looked at me with a triumphant smile and said, "Well, how much do you offer me? I'm ready to sell."

Sometimes sources demur because they fear the published material will be inaccurate. The offer to submit copy for O. K. secures cooperation.

(This article will be continued in the April  
*AUTHOR & JOURNALIST*)

**MARCH PRIZE CONTEST.** You've read "A-B-C Plots" by Hal Vermes in this issue. Take any one of the three basic plot sequences in the article, "scramble" the order of the letters, and send us the resulting plot in outline form—not over 500 words. For most striking and original plots, we'll award a first prize of \$10, second of two years' subscription to *The Author & Journalist*, and five third prizes of "Deal-A-Plot," the new A. & J. plotting device. Entries must be received by March 16.

## "WHITE-BREAD DAYS"

By AGNES M. REEVE  
Literary Critic

**N**EW Writer, "Yo' am eatin' yo' white bread now, Honey," as my grandmother's old black cook, Rose Ann, used to tell my mother when my father was courting her. If you will just "court" editors with the sort of material they are looking for, you will have little difficulty in making a place for yourself in the literary field. Even the most cursory examination of the magazines will reveal new names signed to good stories. Stories that have plot and action; stories about people who move and speak before the very eyes of the reader. Plotted fiction with plenty of suspense—let it be melodrama if it will—is appearing everywhere, even in the literary magazines. The times are livening and fiction follows the trend of the times.

And short shorts. How they sell! To the big magazines, the lesser ones, the syndicates. The 7000 or 8000 word story that won't sell can be turned into a short that will bring a fat check. I've seen it done. Helped to do it. There is no better training for the new writer who likes to "tell all" than the major operation of making a long story short. It is bound to clarify his conception of plot and teach him to distinguish the essential from the superfluous. When an editor accepts a short short he usually writes that he would like to see others, which gives the writer a nice warm feeling in the region of his typewriter.

The cesspool story has lost favor. Editors are looking for sweetness and light and fun—lots of fun. Humorous fiction is in demand by editors—and readers. If the latter want them you may be sure the former do. Stories of poverty, despair, suicide, no longer reflect our mental attitude. We want action, adventure,

romance, with good characterization to hold the interest. We have come back to "the story for the story's sake."

Wordiness and sentimentality are taboo. A brittle, impersonal method of presentation is favored; one in which the author stays completely in the background as far as his opinions of his characters are concerned. He must let the reader get the story from the speech and action of the characters, with just enough crisp, pertinent, narrative expository material and interpretive phrasing to provide setting and motivation. Gone are the long rhapsodies on the sunset, the moonlit gardens! Now it is just a moon and a garden and the reader must call on his imagination to fill in the gaps. It takes skill to get the desired effect, but the new writers seem to be doing very well at it.

The juvenile reader is being catered to. Never were there more and better books for children, with publishers keen to see what new writers have to offer. Here, too, brevity and action are the hall-marks of success. And leave out the "moral."

The prizes offered by publishers for novels and biographies are evidence of the earnest search for writers of promise and talent. If publishers could get all the good books they want they would not be offering prizes to new writers.

Study the fiction that is coming out; analyze it; try to make your own character drawing and plotting as good; try to get your effects by the same means. If you can do it—and you can if you will work hard enough—you can eat "white bread" every day in the week.

## THE GREETING CARD MARKET

By DORIS WILDER

**T**HE greeting card market has been more active through December, January and February than during the corresponding months of several years past. Indications are that the card industry is reflecting general business improvement and will continue to do so. Editors not only are buying sentiments at established rates, but are offering special inducements for submission of exceptional material. One firm conducted a prize contest for Christmas novelties; several are paying higher than the customary 50 cents a line for really original ideas; a number send frequent lists of "titles wanted" to regular contributors to stimulate offerings.

This encouraging market activity, however, does not indicate a "soft snap" for sentiment writers. As the stock files of the various manufacturers become crowded, and as more and more clever rhymesters are attracted into the field, the requirements become increasingly exacting. While the trite "Christmas cheer—glad New Year" verse may be accepted by some firm just venturing into the business, its chances of rewarding expenditure of postage with a check are very slight.

Quality—quality—quality is the cry from editors. Some firms make their current needs known only to a "chosen few" writers of known reliability, to protect themselves from an avalanche of inferior offerings. Some buy only from recognized professionals, returning desultory amateur submissions unread. "A-1 material only"; "Send only a few numbers at a time—your best"; "Please, more quality, less quantity"; "Help us to secure better verses than most of those now on the market"; "Sentiments must be above aver-

age to be acceptable"—expressions such as these are the rule, rather than the exception, in editorial instructions.

Not only are the different firms demanding more originality and better technique—they are asking for material to suit editorial "slants" as definite as those of the popular magazines.

Legends are extant of a "golden age" in greeting-card writing when fortunes were made by casual rhymers. Even inane ideas roughly rhymed and falsely rhymed would be snapped up by some one of dozens of companies. The really good writers—those who transformed the greeting card from a fad to a commodity—were rewarded for their efforts by bonuses and royalties, and could market "first trip out" any competent verse.

Even five years ago, quantity production of sentiments of average standard assured a writer's financial success. Today, quantitative adequacy does not suffice. The greeting-card craftsman, novice or expert, may keep all possible markets saturated with "run of the mill" stuff, yet find his profits eaten away by postage costs. Unless he can rely on frequent sizeable checks from a few editors whose particular needs he supplies with better than high-average work, on short notice if necessary, he cannot hope to earn a living.

The writer should concentrate on the creation of new ideas—"things as modern as day-after-tomorrow" as one editor puts it—rather than on the re-vamping of sentiments which in going the editorial rounds have grown stale. The keynote of 1936 success, it would seem, will be "Better work for fewer companies."

# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

## FOR LITERARY WORKERS • • PUBLISHED QUARTERLY

MARCH, 1936

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M, twice monthly; Bi-M, bi-monthly; W-15, weekly 15c; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around 1/2 cent; low rates, under 1/2 cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house by which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; Mag. Pubs. indicates Magazine Publishers, etc. The notation "Slow" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk.

### LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

**Action Stories.** (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 25,000 to 30,000; some woman interest. John F. Byrne. 1c up, Acc.

**Adventure.** (Popular) 205 E. 42d St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1 1/2c up, Acc.

**Ainslee's Magazine.** (S. & S.) 79 7th Ave., New York. (M-15) Love short-stories 4000 to 6500; serials 20,000-30,000. Daisy Bacon, Esther J. Ford. Good rates, Acc.

**All Aces.** (Popular) 205 E. 42d St., New York. (M) Exciting air stories. 1c up, Acc.

**All Story.** (Munsey) 280 Broadway, New York. (W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7000; novelettes up to 12,000; complete novels 25,000. Amita Fairgrieve. Good rates, Acc. (New writers, Pub.)

**All Western.** (Dell) 149 Madison Ave., New York. (M-10) Western short-stories 5000, novelettes 13,000-20,000; some romantic interest, occasional mysteries. Special articles on the West. West F. Peterson; Jack Burr, associate. 1 1/4c up, Acc.

**American Magazine.** The (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000. Articles usually arranged for or staff-written. Sumner N. Blossom; Albert Benjamin, fiction Ed. Good rates, Acc.

**American Mercury.** The, 570 Lexington Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, verse. Paul Palmer. 2c up, Acc.

**Argosy** (Munsey) 280 Broadway, New York. (W-10) Action fiction, romantic elements, colorful background. Short-stories 1000 to 7000; novelettes 10,000 to 20,000; serials up to 60,000 (installments of 10,000); prose fillers 100 to 400. Frederick Clayton. Good rates, Acc. (New writers, Pub.)

**Asia.** 40 E. 49th St., New York. (M-35) Interpretative articles on oriental life, politics, art, culture, exploration and thought. Russia included, 1500 to 4000. Oriental fiction. Richard J. Walsh. 2c, Acc.

**Astounding Stories.** (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving fiction, woman interest permitted. Short-stories up to 6000; novelettes 12,000 to 20,000. F. Orlin Tremaine, 1c, Acc.

**Atlantic Monthly,** 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

**Ballyhoo.** (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.

**Battle Aces.** (Popular) 205 E. 42d St., New York. (M-15) Western front air short-stories 5000. Novels arranged for. Edythe Seims, 1c, Acc.

**Big Book Western.** (Popular) 205 E. 42d St., New York. (M-15) Complete Western novels 15,000-75,000. 1c, Acc.

**Bill Barnes Air Trails.** (S. & S.) 79 7th Ave., New York. (M-10) Air short-stories 3000 to 5000; novels arranged for; air articles 2000 to 3000. F. Orlin Tremaine. 1c, Acc.

**Black Mask.** (Warner) 578 Madison Ave., New York. (M-15) Swift-running, clearly understandable action stories in crime-detective field, likable, he-man heroes; short-stories 4000 to 8000; novelettes 12,000 to 15,000. Joseph T. Shaw. Good rates, Acc.

**Blue Book.** (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up, Acc.

**Breezy Stories and Youngs.** 55 W. 3rd St., New York. (M-20) Love short-stories with sex interest, 4000 to 5000; novelettes 8000 to 10,000. Phil Painter. 1c, Acc.

**Canadian Home Journal.** 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.

**Chatelaine.** The. (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of Canadian woman interest, love, married-life problems, parental problems, mystery, adventure, 3500 to 5000; short serials. Articles, Canadian woman interest, up to 2000. Byrne Hope Sanders. 1c up, Acc. or Pub.

**Clues-Detective Stories.** (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective fiction, woman interest. Short-stories up to 5000; novelettes 9000 to 15,000. F. Orlin Tremaine. 1c, Acc.

**College Humor** (Thrilling) 22 W. 48th St., New York. (M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.

**College Life.** (Thrilling) 22 W. 48th St., New York. (O-25) Swift-moving, realistic short-stories, collegiate or other adolescent background, sex interest, 3000 to 5000; short short-stories 1000, articles 1200; humorous verse 4 to 6 lines; jokes; editorials 300. N. L. Pines, 1 1/4c up, verse 10 to 20 line, jokes, 35 to 50c, Acc.

**Collier's.** (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500 to 5000; editorials; short short-stories. Wm. L. Chenery. First-class rates, Acc.

**Columbia.** 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.

**Complete Stories.** (S. & S.) 79 7th Ave., New York. (M-15) Adventure, mystery, detective short-stories, novelettes up to 30,000; verse. E. C. Richards. Good rates, Acc.

**Cosmopolitan.** (Hearst) 959 8th Ave., New York. (M-25) Short-stories 3000 to 10,000; short shorts 1000 to 2000; short novels 20,000 to 40,000; serials, book-length novels; articles of national import 1000 to 4000. Harry Payne Burton. First-class rates, Acc.

**Country Gentleman.** (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6500; full length serials; articles of interest and importance to agricultural world; articles for women readers; humorous sketches; jokes; miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

**Cowboy Stories.** (S. & S.) 79 7th Ave., New York. (M-10) Fast-action, Western short-stories, modern elements permitted, 1000 to 5500; novelettes 10,000 to 15,000. F. Orlin Tremaine. 1c, Acc.

**D. A. C. News.** Detroit Athletic Club, Detroit, Mich. (M-25) Humorous short-stories, articles up to 1500 words; verse, jokes, fillers, art work, cartoons; cartoon ideas. Chas. A. Hughes. First-class rates, Acc.

**Dare-Devil Aces.** (Popular) 205 E. 42d St., New York. (M-15) Thrilling Western-front air short-stories 5000 to 7500; novelettes 15,000 to 20,000. Wm. Fay. 1c up, Acc.

**Daring Detective.** (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-10) Illustrated dramatic fact crime stories up to 5000; must have woman interest; love crimes, triangles, etc. John J. Green, 1c up, photos \$3, Acc. Advisable to query.

**Delineator.** (Butterick) 161 6th Ave., New York. (M-10) Dramatic, human short-stories 2000 to 3500; serials; articles. Oscar Grave. First-class rates, Acc.

**Detective Fiction Weekly.** (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 2000-6000; novelettes 8000-15,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-8000; fillers 200. Duncan Norton-Taylor. 1 1/4c, Acc. (New writers, Pub.)

**Detective Story Magazine.** (S. & S.) 79 7th Ave., New York. (M-20) Swift-moving action detective short-stories 2500 to 5000; novelettes 25,000 and 45,000; true crime stories 300 to 2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.

**Detective Tales.** (Popular) 205 E. 42d St., New York. (M) Emotional short-stories against a crime background up to 4000; novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Rogers Terrill, 1c, Acc.

**Dime Detective Magazine.** (Popular) 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000 to 15,000. Harry Steeger. 1c up, Acc.

**Dime Mystery.** (Popular) 205 E. 42d St., New York. (M-10) Thrills, chills, mystery, in novels 17,000; novelettes 9000 to 12,000; short-stories up to 6000; minor love interest. Rogers Terrill. 1c up, Acc.

**Dime Sports.** (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories; novelettes 12,000-20,000, youthful professional players, actual games featured. 1c, Acc.

**Dime Western Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000, girl interest, realistic characterization. Rogers Terrill. 1c up, Acc.

**Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure, modern-Western short-stories up to 6000, American heroes, any locale. John L. Nanovic. 1c, Acc.

**Dynamic Adventures**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure short-stories 3000-5500, novelettes 9000-15,000. F. Orlin Tremaine. 1c up, Acc.

**Elks Magazine**, 50 E. 42d St., New York. (M-20) Short-stories up to 5000; articles, photos, cartoons. Joseph T. Fanning. First-class rates, Acc.

**Esquire**, 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-2500; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3 to 10c, Acc.

**Famous Detective**, (Macfadden) Chanin Bldg., New York. (M) True detective stories, preferably under official by-line. Bert Bowden. 2c, Acc.

**Farmer's Wife**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories especially for young women, short serials, verse, cartoons. F. W. Beckman. 1c up, Acc.

**Fight Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. John F. Byrne. 1c up, Acc.

**Film Fun**, (Dell) 149 Madison Ave., New York. (M-20) Jokes, quips, epigrams. Lester Grady. \$1.50 to \$2, Acc.

**Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000 to 20,000, love interest. F. A. McChesney. 1½c, Acc.

**Foreign Service**, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-shorts of interest to A. E. F. veterans. Illustrations. Barney Yanofsky. 2c up, Acc.

**G-Men**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of Federal Bureau of Investigation 1000 to 8000; novelettes 7000 to 10,000; complete novels. Leo Margulies. 1c up, Acc.

**Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 5000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.

**Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases; love, domestic, rural short-stories. Beatrice Kaufman. Good rates, Acc.

**Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standard. Lee F. Hartman. First-class rates, Acc.

**Holland's, The Magazine of the South**, Main and 2d Sts., Dallas, Tex. (M-10) Articles of interest to Southern women; romantic, action, character short-stories 2000 to 6000; serials 30,000 to 60,000; verse. F. P. Holland. 1½c up, photos \$2 up, Acc.

**Hooey**, (Popular Mags., Inc.) 4166 W. Broadway, Robinsdale, Minn. (M-15) Sophisticated cartoons, ideas for cartoons. E. J. Smithson. Good rates, Acc.

**Horror Stories**, (Popular Pubs.) 205 E. 42d St., New York. (M-15) Mystery, terror short-stories up to 6000; novelettes 10,000 to 15,000. Rogers Terrill. 1c up, Acc.

**Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories about 10,000, also 2500 to 5000; serials 20,000 to 50,000; verse. Nelson Armstrong. 2c up, verse 50c line, Acc.

**Inside Detective**, (Dell) 149 Madison Ave., New York. (M-10) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. West F. Peterson. 1½c to 2c, photos \$2.50, Acc.

**Ladies' Home Journal**, (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.

**Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, melodramatic Western short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 20,000 to 25,000; some woman interest. John F. Byrne. 1c up, Acc.

**Liberty**, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; serials about 42,000; timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc.

**Life**, 60 E. 42d St., New York. (M-15) Humorous sketches up to 800. Geo. T. Eggleston. 5 to 8c, topical paragraphs, \$3, Acc.

**Long Eagle, The**, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling war-air short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Love and Romance**, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person, confession type short-stories; serials 25,000 to 40,000. Henry Lieferant. 2c, Acc.

**Love Romances**, (Fiction House) 461 8th Ave., New York. (Q-30) Romantic short-stories, novelettes. John F. Byrne. 1c up, Acc.

**Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500 to 5000; novelettes 6500; 2 to 4-part serials, installments 5000 to 7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

**Maclean's** (Maclean) 481 University Ave., Toronto, Canada. (2M-5) Short-stories, Canadian, love, romance, sea, mystery, adventure, outdoor interest, up to 5000; serials 30,000 to 65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.

**Mademoiselle**, 1270 6th Ave., New York. (M-20) Youthful, smart, romantic, witty short-stories 1000 to 5000; light, brisk personality sketches, articles 1000 to 5000; cartoons; cartoon ideas. Desmond Hall. 2c, Acc.

**Master Detective, The**, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000 to 7000. John Shuttleworth. 2c, photos \$1 to \$5, Acc.

**McCall's Magazine**, (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500-7000, serials. Otis L. Wiese. First-class rates, Acc.

**Moderne Romances**, (Dell) 149 Madison Ave., New York. (M-10) First-person confession short-stories up to 7500; novelettes up to 13,000; 3 and 4 part serials; short lengths 1100. Helen J. Day. 2c, Acc.

**National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photos. Gilbert Grosvenor. First-class rates, Acc.

**New Republic, The**, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; short-stories 1500; exceptional verse. Bruce Bliven. 2c, Acc.

**New Yorker, The**, 25 W. 43d St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.

**Nick Carter Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Detective-action short-stories up to 6000, detective heroes; novelettes up to 12,000. John L. Nanovic. 1c, Acc.

**North West Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) North-west, trading, trapping, logging, etc. short-stories, novelettes. John F. Byrne. 1c up, Acc.

**Official Detective**, 731 Plymouth Court, Chicago. (2M) True detective crime-detection stories. Harry Keller. 2c, Acc.

**Operator No. 5**, (Popular) 205 E. 42d St., New York. (M-10) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill. 1c, Acc.

**Parents' Magazine**, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, etc. 2500-3000. Clara Savage Littledale. 1 to 1½c, Acc.; jokes, pointers for parents, recipes, childhood and teen-age problems, \$1 each, Pub. photos \$1 up, Acc. (Overstocked.)

**Pennac**, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up, Acc. (Overstocked.)

**Pete Rice Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Western action short-stories 2000 to 6000; novelettes 10,000 to 12,000, old-time and modern; love interest permitted. John L. Nanovic. 1c, Acc.

**Phantom Detective, The**, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Pictorial Review**, (Hearst) 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; short-stories, novelettes, serials, occasional verse. Herbert R. Mayes. First-class rates, Acc.

**Popular Detective**, (Thrilling) 22 W. 48th St., New York. (M-15) Detective short-stories, 1000-6000; novelettes 7000-10,000; novels 15,000. Leo Margulies. 1c up, Acc.

**Popular Western**, (Thrilling) 22 W. 48th St., New York. (M-15) Western short-stories, 1000-6000; novelettes 7000-8000; novels 15,000. Leo Margulies. 1c up, Acc.

**Public Enemy**, (Dell) 149 Madison Ave., New York. (M-10) Fast-action short-stories of G-men, love interest subordinate. 4000-6000; novelettes 9000; novel written by contract. West F. Peterson. 1½c, Acc.

**Railroad Stories**, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background including trolley cars 1500-15,000. Query on fact articles. Freeman H. Hubbard. 1½c up, Acc. (New writers, Pub. Pub.)

**Ranch Romances**, (Warner) 578 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000 to 6000; novelettes 10,000 to 12,000; novels 25,000 to 30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.

**Rangeland Romances**, (Popular) 205 E. 42d St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint. Rogers Terrill. 1c up, Acc.

**Real Detective**, 444 Madison Ave., New York. (M-25) True illustrated crime stories; 5000 to 6000. R. W. Mickam. 1½c, photos \$2 to \$3, Acc.

**Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials complete novels, novelettes, feature articles, short humor. Edwin Balmer. First-class rates, Acc.

**Red Seal Western**, (Periodical House) 67 W. 44th St., New York. (M) Western short-stories, novelettes. Rose Wyn. 1c, Acc.

**Romance Range**, (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 4000-5000, novelettes 10,000-15,000; no dialect stories. F. Orlin Tremaine. 1c, Acc.

**Romantic Stories**, (Fawcett) Fawcett Bldg., Greenwich, Conn. (M-10) First person, romantic confession short-stories up to 4500, serials up to 15,000, articles 2000-3000; short shorts 1000-1500. Anita Pinkham. 1 to 1½c, Acc.

**Rotarian, The**, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, travel sketches, humor, essays, 1500 to 2000. Leland D. Case. First-class rates, Acc.

**Rural Progress**, 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with wide appeal 1200 to 1800; jokes, art work, cartoons, cartoon ideas, photos. L. K. Childers. 3c up, jokes \$3 to \$6, Acc.

**Saturday Evening Post, The**, (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 5000-5000; serials up to 90,000; humorous verse; skits, cartoons. George Horace Lorimer. First-class rates, Acc.

**Scribner's Magazine**, 597 5th Ave., New York. (M-35) Critical and interpretative articles 1000 to 5000; short-stories up to 2000; little verse. Alfred Dashiell. Good rates, Acc.

**Secret Agent "X"**, (Periodical House) 67 W. 44th St., New York. (M-10) Detective short-stories 3000 to 6000; novelettes 10,000 to 15,000, sinister note, menace and horror. Detective articles. Rose Wyn. 1c, shortly after Acc.

**Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Nanovic. 1c, Acc.

**Short Stories**, (Doubleday) Garden City, New York. (2-M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000, outdoor fillers 50 to 500. True adventures up to 1000. Harry E. Maule, Ed.; Dorothy McIlwraith, Mng. Ed. Good rates, Acc.

**Sky Fighters**, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling air-war short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Smokehouse Monthly**, (Popular Mags., Inc.) 4166 W. Broadway, Robbinsdale, Minn. (M-15) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.

**Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000; novelettes up to 12,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.

**Startling Detective Adventures**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-15) True detective stories, solved cases, 1000-5000; serials 2 to 3 parts, 4000-5000, each installment; photos essential. Convict, police cartoons. John J. Green, 1½c up, photos \$3 up, cartoons \$5, Acc. (Advisable to query.)

**Star Western Magazine**, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000-12,000. Rogers Terrill. 1c up, Acc.

**Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Glamorous, modern love short-stories of vital, romantic girls, mystery and adventure elements, 3500-5000; novelettes 10,000-15,000. Helen MacVie. 1 to 1½c, Acc.

**10 Story Western**, (Popular) 205 E. 42d St., New York. (M) Fast action Western short-stories. 1c up, Pub.

**Terror Tales**, (Popular) 205 E. 42d St., New York. (M-15) Mystery short-stories with eerie overtones; love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill. 1c up, Acc.

**This Week** (United Newspaper Mag. Corp.) 420 Lexington Ave., New York. (W) Adventure, romantic, mystery short-stories 1500 to 5000; serials 30,000, installments of 3500; short articles on popular science, travel adventure, personalities 1000 to 1800 with photos; animal photos, fillers, jokes, cartoons, cartoon ideas. Mrs. William Brown Meloney. Good rates, Acc.

**Thrilling Adventures**, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Love Magazine**, (Thrilling) 22 W. 48th St., New York. (M-1) Thrilling love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Mystery**, (Thrilling) 22 W. 48th St., New York. (M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Leo Margulies. 1c up, Acc.

**Thrilling Ranch Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories told from cowboy's angle, 1000-6000; novelettes 8000-10,000; novels, 15,000-20,000. Leo Margulies. 1c up, Acc.

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

**Ace Sports**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Boxing, wrestling, baseball, basketball, hockey, college and professional, short-stories, novelettes, up to 10,000. Woman interest. No first person. A. A. Wyn. 1c up, Pub.

**All America Sports Magazine**, Madison Sq. Garden Arcade, New York. (M-15) Not in the market. Nat Fleischer.

**All Star Adventure Fiction**, (Western Fiction Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Fast-action adventure stories up to 10,000. Rates by arrangement, Acc.

**Amazing Stories**, (Teck) 461 8th Ave., New York. (M-25) Short-stories based on correct science 5000 to 20,000; novelettes 20,000 to 50,000. T. O'Connor Sloane, Ph.D. ½c, Pub. (Overstocked.)

**America**, 329 W. 108th St., New York. (W-10) Catholic interests. Articles of timely interest, 1500-1800; verse. Rev. Wilfrid Parsons, S.J. 1c, Pub.

**American Astrology Magazine**, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

**American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.

**American Detective**, (Artvision Pub. Co.) 551 5th Ave., New York. (M-25) Fact stories on current or old crimes, strong detective angle, up to 7000; photos. 1½c, Pub.

**American Hebrew and Jewish Tribune**, 212 5th Ave., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. ½c up, photos \$1 up, Pub.

**American Humorist**, Evans, Pa. (M-15) Slapstick, humorous short shorts, essays, dialogues, cartoons. No jokes or poetry. J. I. Rodale. Low rates, Pub.

**American Press**, The, 225 W. 39th St., New York. (M) Success stories of newspapermen, problems and solutions in newspaper production; dramatic reportorial experiences. Percy B. Scott. Indefinite rates, Pub.

**Thrilling Western**, (Thrilling) 22 W. 48th St., New York. (M-15) Action-packed thrilling Western short-stories 1000-6000; novelettes 7000-8000; novels 15,000-20,000. No love interest. Leo Margulies. 1c up, Acc.

**Today**, 152 W. 42d St., New York. (W-1) Articles on current topics 2500. Raymond Moley, Ed.; Fillmore Hyde, Exec. Ed. 5c, Acc.

**Top-Notch Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Outdoor adventure short-stories 3000 to 5500; novels and novelettes 9000 to 15,000; occasional fantastic adventure stories. F. Orlin Tremain. Good rates, Acc.

**True Confessions**, (Fawcett) Fawcett Bldg., Greenwich, Conn. (M-10) First-person, confession short-stories up to 4500; serials up to 15,000; articles covering social problems, love, marriage, divorce. Hazel L. Berge. 1½c, Acc.

**True Detective Mysteries**, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000 to 7000; serials, installments of 6000 to 7000. Send for detailed instructions and case cards. John Shettleworth. Basic rate 2c, photos \$2 to \$5, Acc.

**True Experiences**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person confession short-stories, serials. Good rates, Acc.

**True Romances**, (Macfadden) Chanin Bldg., New York. (M-10) True, confessional, first-person short-stories 1000 to 8000; true-story serials 30,000 to 60,000. 2c, Acc.

**True Story Magazine**, (Macfadden) Chanin Bldg., New York. (M-15) True, confessional, first-person short-stories; serials 25,000 to 40,000. William Jourdan Rapp. 2c, Acc.

**Vogue**, with which is combined **Vanity Fair**, (Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; humorous angles on smart life; travel photos. Edna W. Chase. Good rates, Acc.

**War Stories**, (Dell) 149 Madison Ave., New York. (Q-20) War short-stories, novelettes. 1c up, Acc.

**Western Romances**, (Dell) 149 Madison Ave., New York. (M-10) Romantic Western short-stories 4500-6000; novelettes 12,000-15,000. West F. Peterson; Jack Burr, Associate. 1½c, Acc.

**Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Western short-stories up to 5000; complete novels 25,000; serials up to 80,000, 12,000-word installments. (Query on serials.) F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

**Western Winners**, (S. & S.) 79 7th Ave., New York. (M-10) Western short-stories, novelettes, serials, articles. 1c, Acc.

**Whiz Bang**, (Popular Mags., Inc.) 4166 W. Broadway, Robbinsdale, Minn. (M-15) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.

**Wings**, (Fiction House) 461 8th Ave., New York. (Q-20) Air short-stories, novelettes. John F. Byrne. 1c up, Acc.

**Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

**Woman's Home Companion**, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

**Woman's World**, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-5500, serials 25,000-30,000; short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)

**Wu Fang**, (Popular) 205 E. 42nd St., New York. (M) Exciting Chinese stories; up to 6000. Wm. Fay. 1c up, Acc.

## LIST B

American periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

**American Review**, The, 231 W. 53rd St., New York. (M-40) Reviews, articles, comment. No poetry or fiction. Prefers query. Seward Collins. 1c, Pub. (Slow reports.)

**American Scholar**, The, (Phi Beta Kappa) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles and essays on literature, art, science, economics, politics, education, etc. about 3500; brief accounts of scholarly, scientific projects; appropriate long and short poems; no fiction. Wm. Allison Shimer. \$4 printed page, Acc.

**American Spectator**, The, 132 W. 31st St., New York. (M-15) Timely articles and essays up to 2500. Charles Angoff. About 1½c, Pub.

**American Stamp Digest**, The, (National Scientific) 142 W. 24th St., New York. (M-15) Popular philatelic articles up to 1500. Kent B. Stiles. ½c, Pub.

**Aperitif**, P. O. Box 354, Santa Barbara, Calif. (M) Short-stories, articles of West-coast interest, with photos, about 2000. Stanton Delaplane. ½c up, Acc.

**Arcadian Life**, Sulphur Springs, Tex. (M-25) Short folklore material, articles on rural idealism, pastoral slant; mostly staff written. O. E. Rayburn. ½c up, Pub.

**Atlantica**, 33 W. 70th St., New York. (M-15) Articles of interest to Americans of Italian origin, up to 2000; short-stories. Dr. F. Cassola. Payment occasionally at ½c, Pub.

**Bandwagon**, "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires, short short-stories 1000-1500; essays 500-1000; short verse; news fillers; cartoons, art work; cartoon ideas. Martin Heflin. ½c up, 10 days after Pub.

**Beaver**, The, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500. Douglas MacKay. 1½c, Pub.

**Bedtime Stories**, (Detinuer) Wilmington, Del. (M-25) Spicy, sexy short-stories 2500-3500; verse, jokes, cartoons. Gloria Grey. ½c, Pub.

**Best Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Not in the market. F. E. Blackwell.

**Best Western Magazine**, (Western Fic. Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Western action short-stories, novels. Martin Goodman. Rates by arrangement, Pub.

**Black Book Detective Magazine**, (Ranger) 220 W. 42d St., New York. (M-10) Mystery, detective short-stories 2000-8000; novelettes 10,000-15,000; novels 20,000-25,000. Alice Phillips, Mng. Ed. Rates by arrangement, Pub.

**B'nai B'rith Magazine**, 70 Electric Bldg., Cincinnati, O. (M-15) Short-stories of Jewish interest 1500; articles and essays 1000-3000. Edward E. Grusd. 1c, Pub.

**Bridge World**, 30 Rockefeller Plaza, New York. (M-35) Bridge miscellany, Ely Culbertson. No payment.

**Canadian Countryman**, 198 Richmond St., W., Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKee. 3/4c, Pub.

**Canadian Geographical Journal**, National Research Bldg., Ottawa, Canada. (M-35) Illustrated geographical articles 2500-3000. Lawrence J. Burpee. 3/4c up, Pub.

**Canadian Magazine**, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Pub.

**Christian Century**, The, 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Usually no payment.

**Christian Science Monitor**, 1 Norway St., Boston. (D) Articles, essays, for editorial, forum, and department pages, up to 1200; poems; juvenile serials, not over 12 installments 1200 each. Average \$7 column, Acc.

**Collegiate Digest**, P. O. Box 472, Madison, Wis. (W-5) Articles on college subjects 500; photos. Varying rates, photos \$3, Acc.

**Comfort**, Augusta, Me. (M-5) Offers no market. V. V. Detwiler.

**Common Sense**, 315 4th Ave., New York. (M-25) Factual, economic, political articles with social implications up to 2000; verse up to 100; news items, cartoons, cartoon ideas. A. M. Bingham. No payment.

**Commonweal**, The, 386 4th Ave., New York. (W) Catholic review. Articles up to 3000; verse. Michael Williams. 1c to 2c, verse 40c line, Pub.

**Complete Northwest Novel Magazine**, (Winford) 165 Franklin St., New York. (Bi-M-15) Action short-stories of the North-West Mounted, logging, mining, 2500-6000; novelettes 10,000-12,000. Michael Ivan. 3/4c to 3c, Acc.

**Complete Western Book**, (Newsstand Pubs.) 11 W. 42d St., New York. (M-15) Adult Western short-stories 5000-7500; novelettes 10,000-20,000. Martin Goodman. Rates by arrangement, Acc.

**Current Controversy**, (K. R. Pub Corp.) 101 W. 58th St., New York. (M-25) Timely controversial, provocative articles in politics, foreign affairs, science, religion, art, sport, etc., up to 2000. 1c, Pub.

**Current History**, (N. Y. Times Co.) 229 W. 43d St., New York. (M-25) Authoritative, readable articles on political, economic, social, cultural events, developments in America and abroad, 3000 to 4000. 2c up, Pub.

**Double Action Gang**, (Winford) 165 Franklin St., New York. (M) Short-stories featuring G-men wiping out gangland 2500-5000; novelettes, complete novels; law must be victorious. Michael Ivan. 3/4c, by arrangement.

**Double Action Western**, (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories with strong characterizations, emotional appeal, 2500-6000; novelettes 10,000-12,000. L. H. Silberkleit. 3/4c to 3c, Acc.

**Easy Money**, (Spartan) 480 Lexington Ave., New York. (M-25) Fact stories of rackets, spectacular successes, etc. Terry Donoghue. Fair rates, Pub.

**Economic Forum**, 51 Pine St., New York. (Q-50) Articles on economic, political, sociological problems; photos of economic conditions. Frank A. Vanderlip; Joseph Mead. Indefinite rates, Pub.

**Eye-Opener**, (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes, jingles, cartoons, cartoon ideas. Phil Rolfsen. \$1 to \$3, Pub.

**Family Circle**, The, (Evans Pub. Corp.) 400 Madison Ave., New York. (W-free) Not in the market.

**Family Herald and Weekly Star**, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column, Pub.

**Flight**, 205 W. 15th St., Minneapolis, Minn. (Q-35) Brief literary articles, short-stories, poetry. Leland M. Beynon. Articles 3/4c, Pub.; verse, \$1 up, Acc.

**Flying Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 3000 to 7000; war-air novelettes 10,000 to 20,000; meaty fact articles, dramatically told, principally of modern aviation, 500 to 2500; modern and war photos; aviation jokes, cartoons, humorous verse. A. A. Wyn. 1 to 2c, photos \$1 up, Pub.

**Fortune**, 135 E. 42d St., New York. (M-31) Articles with industrial tie-up. 90% staff-written. Original MSS. or source material purchased. 5c up, Pub.

**Forum**, 570 Lexington Ave., New York. (M-35) Controversial articles, essays, short-stories, verse. Henry Goddard Leach. Good rates, Pub.

**French Night Life Stories**, (H. M. Puh. Co.) Dover, Del. (M-25) Spicy short-stories. Rates not at hand.

**Gang Magazine**, (Lincoln Hoffman Pubs.) 220 W. 42d St., New York. (M-15) Gangster stories 2000 to 8000, no prohibition-day stories. Jack Phillips. Rates by arrangement.

**Gay Broadway**, (D. M. Puh. Co.) Dover, Del. (Q-25) Spicy short-stories. Gloria Grey. 3/4c, Pub.

**Gay Parisienne**, (D. M. Puh. Co.) Dover, Del. (M-25) Risque short-stories, French locale, 2500 to 3500. 3/4c, Pub.

**Gentlewoman**, 154 W. 14th St., New York. (M-5) Love and action short-stories, small-town home-woman appeal. 3000 to 5000. Marion White. 3/4c, Pub.

**Ginger**, (Nudeal) Wilmington, Del. (M-25) Spicy sex stories. Rates not at hand.

**Gold Seal Detective**, (Mag. Pubs.) 67 W. 44th St., New York. (M) Dramatic, emotional crime-action short-stories 4000-6000, law-officer heroes; novelettes 10,000-15,000; short crime articles. A. A. Wyn; M. L. Butler, Associate. 1c up, Pub.

**Greater Western Magazine**, (Hoffman) 220 W. 42d St., New York. (M) Dramatic Western short-stories 2000 to 8000. Lincoln Hoffman. Rates by arrangement.

**Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$2, Acc.

**High-Seas Adventures**, (Adventure Pubs.) 101 Hudson St., New York. (Bi-M-15) Sea short-stories 1000 to 7000; novels up to 70,000; fast-moving, action on the seas, some romance. Feature articles, true stories of famous ships or heroes, up to 7000. M. H. Jacobson. Fair rates, Acc.

**Home Friend Magazine**, 1411 Wyandotte St., Kansas City. (M-5) Articles of interest to small-town and rural housewives; verse; romantic, unsophisticated short-stories up to 3500. E. A. Weishaar. 3/4 to 1c, verse 10c line up, Pub.

**Husbands**, 18 E. 48th St., New York. (M) Short-stories, articles, on winning husbands. Walter S. Lockwood. Indefinite rates, Pub.

**Independent Woman**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200-2000; controversial articles on business and professional women's problems, business advancement; unusual vocations for women; stories of women who have pioneered in work or play; adventure stories of achievement; informative and light articles; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35 per article, verse \$2 or \$3, Pub.

**Interlude**, 942 Howard St., San Francisco. (M-20) Short-stories, verse, cartoons, by new writers. Jefferson Barclay Layne. Payment in prizes.

**Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000 to 2000; Isaac Rosen-garten. \$3 per M., poems \$1 up, Pub.

**Judge**, 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles, up to 500; verse; drawings. Jack Shuttleworth. 3 to 6c, jokes and paragraphs \$2 to \$5, drawings \$10 to \$75, cartoon ideas \$3 to \$15, Pub.

**Kaledograph, A National Magazine of Poetry**, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices. Whitney Montgomery, Vaida Stewart Montgomery. Prizes.

**La Paree Stories**, (D. M. Puh. Co.) Dover, Del. (M-25) Risque short-stories, French locale, 2000-3500; two-part stories 5000-6000. 3/4c, Pub.

**Literary Digest**, The, 354 4th Ave., New York. (W-10) Not in the market. Morton Savell.

**Living Age**, The, 253 Broadway, New York. (M-50) Translations and reprints only. Varian Fry.

**Love Fiction Monthly**, (Periodical House) 67 W. 44th St., New York. (M-10) Glamorous, romantic love short-stories 3000 to 6000; novelettes 10,000 to 15,000; romantic verse. Mrs. Rose Wyn. 1c, verse 25c line, shortly after Acc.

**Masked Rider Western**, The (Ranger) 220 W. 42d St., New York. (M) Western short-stories 2000 to 6000; novelettes 10,000 to 15,000. Jack Phillips. Rates by arrangement, Pub.

**Mayfair**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

**Monarab Journal**, The, 63 5th Ave., New York. (Q-51) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

**Modern Psychologist**, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Articles, essays on psychology in all phases up to 3000. Dagobert D. Runes. Rarely pays.

**Modern Thinker**, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Timely controversial articles 2500 to 3500. Dr. Dagobert D. Runes. Rarely pays.

**Movie Humor**, (Utem Pubs.) 381 4th Ave., New York. (M) Screen humor, jokes, gags. M. R. Reese. Fair rates, Pub.

**Murder Mysteries**, (Associated Authors) Hollis, N. Y. (M) Novelettes involving murder interest 20,000 to 25,000; sex elements permitted. Few shorts 3000 to 5000. J. Bruce Donahoo. About 3/4c, Pub. (Slow.)

**Mystery Novels**, (Winford) 165 Franklin St., New York. (M) Short-stories 2500-6000; mystery and weird elements; novelettes 10,000-12,000. L. H. Silberkleit. 3/4 to 3c, Acc.

**National Home Monthly**, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated features; love short-stories, 3500 to 7000; novelettes, serials, verse. L. E. Brownell. Fair rates, Pub.

**Nation**, The, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. Freda Kirchwey, Joseph Wood Krutch, Max Lerner. 2c, Pub.

**New Detective Magazine**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Detective, murder-mystery novels, master criminal opposed to likable hero, 15,000 to 30,000; some girl interest. 1c up, Acc.

**New Masses**, 31 E. 27th St., New York. (W-10) Economic, sociological articles, Marxian standpoint; proletarian short-stories, sketches, poems, cartoons. Varying rates, Pub.

**New Mexico Magazine**, Santa Fe, N. M. (M-15) Illustrated articles on life or scenic attractions of New Mexico; rarely short-stories of New Mexico scene. George Fitzpatrick. \$5 to \$15 per article, Pub. Verse, no payment.

**New Mystery Adventures**, (Pierre Pubs.) Rm. 806, 120 W. 42d St., New York. (M-15) Adventure, weird, pseudo-scientific, mystery short-stories, sophisticated sex angle; novelettes, serials; art work. Stanley Hubbard; A. R. Roberts. 3/4c, after Pub. (Slow.)

**New Saucy Stories**, (Movie Digest) Rm. 501, 1451 Broadway, New York. (M) Love, romance, pseudo-scientific adventure short-stories; peppy and breezy but clean. Philip S. White. 2/5 to 3/5c, after Pub.

**New York Nights**, (H. M. Pub. Co.) Dover, Del. (M-25) Spicy short-stories. Rates not at hand.

**North American Review**, 597 Madison Ave., New York. (Q-\$1) Short-stories of atmosphere, literary quality, 6000-8000; articles, essays on the arts and letters, popular science, sociology; humorous essays. John H. Pell. 2c, Pub.

**Occult Digest**, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy; metaphysics, astrology, numerology, palmistry, graphology, articles up to 2500; true occult and psychic experiences 500; Effa E. Danielson. No payment.

**Opinion**, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. 1c, Pub.

**Opportunity, A Journal of Negro Life**, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.

**Our Army**, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. G. A. Harter. Up to 3/5c, Pub.

**Our Dumb Animals**, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 500; verse up to 24 lines. Guy Richardson. 3/5c up, poems \$1 up. Acc.

**Overland Monthly and Outwest Magazine**, 305 Douglas Bldg., Los Angeles. (M-25) Articles, Western interest short-stories; verse. Arthur H. Chamberlain. Indefinite rates.

**Overland Trails**, Monadnock Bldg., San Francisco. (M) Western, Pacific sea short-stories 5000-10,000; stories of Western state travel; episodes of glamorous Western characters 1200 to 2500. Emerson Lewis. 3/5c, Pub.

**Pep Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories 2000-3500; serials 6000-10,000. 3/5c, Pub.

**Poetry, A Magazine of Verse**, 232 E. Erie St., Chicago. (M-25) High-class verse. Harriet Monroe. \$6 page (28 lines). Pub.

**Psychology**, 381 4th Ave., New York. (M-25) Psychological or inspirational articles, personal experiences; short short-stories. E. Field. Varying rates, Pub. (Slow.)

**Quick-Trigger Western**, (Western Fic. Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Western novelettes, novels. Martin Goodman. Rates by arrangement.

**Real America**, 666 Lake Shore Drive, Chicago. (M-25) Articles treating of vital American problems, exposes of graft and corruption; short-stories, any type, up to 10,000; verse. Ted Leitzell, W. T. Brannon. 3/5c to 2c, extra for photos, Pub. or Acc. Humorous miscellany 50c to \$1.

**Real Western**, (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories, good characterizations, emotional appeal, 2500-6000; novelettes 10,000-12,000. L. H. Silberkleit. 3/5c to 4/5c, Acc.

**Redwood Monthly, The**, P. O. Box 3293, San Francisco. (M-25) Short-stories 800-1200. Frank Buck, Jr. 3/5c, Acc.

**Review of Reviews**, 233 4th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 1c up, Pub.

**Rhythm**, 925 Broadway, New York. (M-25) Distinctive poetry. Alice Langley. 20c line, Pub.

**Ringmaster**, 1 N. La Salle St., Chicago. (M-50) Satires on current people and events, caricatures. Harry McGuire. Good rates, Pub.

**Saturday Night**, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. 2/5 to 3c, photos \$2 to \$3, Pub.

**Saucy Movie Tales**, (Movie Digest) Rm. 501, 1451 Broadway, New York. (M-25) Mystery, love, adventure, pseudo-scientific short-stories, Hollywood background, spicy sex interest. Philip S. White. 3/5c, Pub.

**Scarlet Adventures**, (Associated Authors) Hollis, N. Y. (M) Short-stories of female adventures 3000 to 5000; sex without licentiousness. J. Bruce Donahoo. About 3/5c, Pub.

**Scarlet Confessions**, (Associated Authors) Hollis, L. I., N. Y. (M) First-person confessions by women, sophisticated type; sex without licentiousness, 3000-7000. J. Bruce Donahoo. 3/5c, after Pub. (Slow.)

**Scarlet Gang Stories**, (Associated Authors) Hollis, L. I., N. Y. (M) Gangster, action short-stories, novelettes, 3000-15,000. J. Bruce Donahoo. 3/5c, after Pub. (Slow.)

**Sentinel, The**, 511 S. Sangamon St., Chicago. (W) Short-stories, Jewish theme, 1200 to 1500. Louis S. Berlin. \$6 a story, Acc.

**Sexology**, 99 Hudson St., New York. (M-25) Scientific articles on sex. David M. Keller, M.D. Indefinite rates.

**Sex Psychology**, 154 Nassau St., New York. (M-25) Articles on sex psychology 950-1350; fillers, news items 100-250. Chas. Clarke. 3/5c up, Pub.

**Silhouettes**, 303 Rosewood, Ontario, Calif. (Q-35) Good poems, articles. James Neill Northe. \$1 each, Acc. Prizes.

**Sizzling Detective Mysteries**, (Nudeal) Wilmington, Del. (M-25) Sex mystery stories. Rates not at hand.

**Sizzling Romances**, (Nudeal) Wilmington, Del. (M-25) Tempestuous romantic sex stories. Rates not at hand.

**Smoke**, Box 535, Providence, R. I. (Q-25) Distinctive poetry. Susanna Valentine Mitchell. Small payment, Pub.

**Snappy** (D. M. Pub. Co.) Dover, Del. (M-25) Snappy, risque stories 2000 to 3500. 3/5c, Pub.

**Southern Review**, Louisiana State Univ., Baton Rouge, La. (Q) Articles on literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$7 page, verse 35c line, Pub.

**Smashing Novels**, (Chesterfield Pubs.) 100 Hudson St., New York. (M) Western, adventure, detective novels 20,000-30,000. Cliff Campbell. Rates by arrangement, Acc.

**Spicy Adventure Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M) Exotic adventures involving girls and sex, short-stories up to 5000. Lawrence Cadman. 1c, Acc.

**Spicy Detective Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong sex elements. Lawrence Cadman. 1c, Acc.

**Spicy Mystery Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Mystery short-stories with sex elements 2500 to 5500, eerie and terror angles. Lawrence Cadman. Up to 1c, Acc.

**Spicy Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories 2000 to 3500; serials 6000 to 10,000; light, gay, humorous verse. 3/5c, Pub.

**Spur, The**, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. Frank A. Wrensch. Indefinite rates, Pub.

**Star Detective**, (Western Fic. Pub. Co.) 11 W. 42d St., New York. (Bi-M-15) Fast-action, hard-boiled detective stories 7000 to 10,000. Rates by arrangement, Acc.

**Stolen Sweets**, (Nudeal) Wilmington, Del. (M-25) Vividly told, sexy tales of private lives. Rates not at hand.

**Story**, 432 4th Ave., New York. (M-35) Distinctive short-stories. Whit Burnett, Martha Foley. Nominal rates, Pub.

**Tattle Tales**, (Detinuer) Wilmington, Del. (M-25) Spicy, sexy short-stories 2500-3500; verse, jokes. Gloria Grey. 3/5c, Pub.

**Ten Detective Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, short shorts \$25, Pub.

**10 Story Book**, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub. (Slow.)

**This Month**, 306 Santa Fe Bldg., Dallas, Tex. (M) Short-stories up to 2500, short shorts 1100-1250, 2 and 3-part serials, installments 2500-3000; articles 1200; essays, editorials up to 300. J. F. Love. 3/5c to 2c, Pub. (Overstocked.)

**Today's Astrology**, (Magna Pubs.) Mt. Morris, Ill. (M-10) Astrological articles written for laymen. Irvin Ray. 3/5c, Pub.

**Tomorrow**, 545 5th Ave., New York. (M) Political articles. J. L. Forbes. Fair rates, Pub.

**Toronto Star Weekly**, 80 King St., W., Toronto, Canada. (W) Feature articles, Canadian and general appeal up to 3000; short-stories 2000 to 5000; love, mystery, sport, adventure serials. Main Johnston. 3/5c up, Acc.

**Travel**, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$1 to \$5 per photo, Pub.

**True Gang Life**, (Associated Authors) Hollis, N. Y. (M) Short-stories centering around gangsters 3000 to 5000; sex angle desirable; true stories. J. Bruce Donahoo. About 3/5c, Pub. (Slow.)

**Virginia Quarterly Review**, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 (350 words), verse 50c line, Pub.

**Voyager, The**, 5 Beekman St., New York. (M) Semi-fictional, humorous, sophisticated travel articles, Bermuda, Nassau, Cuba, Jamaica, Panama, Mexico, California, Canada, England, France, 500-1500. Morrill Cody. Articles with photos, \$20 each, without photos, \$15, Pub. Anecdotes 100-500, space rates.

**Waldorf-Astoria Magazine**, 40 E. 34th St., New York. (M) Diverting short-stories 1500 to 2000; articles, essays, 900 to 1000; verse, drawings, cartoons. Letitia Chaffee. 1 1/2c up, Pub.

**Weird Tales**, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 60,000; weird detective stories; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

**West, Garden City, N. Y. (M-15)** Western short-stories up to 6000; novelettes 10-12,000; novels 30,000; romantic interest subordinate; verse up to 32 lines. Edmund Collier. 3/5c up, Acc.

**Western Aces**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Emotional Western short-stories, novelettes, with strong human interest—range, outlaw, mines, etc. A. A. Wyn; M. L. Butler, Associate. 1c up, Pub.

**Western Action Novels**, (Winford) 165 Franklin St., New York. (M) Fast-action Western short-stories, 2500-6000; novelettes 10,000-20,000. L. H. Silberkleit. 3/5c, Acc.

**Western Fiction Monthly**, (Western Fiction Pub. Co.) 11 W. 42d St., New York. (M-15) Western short-stories 3000-7000; novelettes 20,000. Martin Goodman. Rates by arrangement, Acc.

**Western Novel and Short Stories**, (Newsstand) 11 W. 42d St., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000; novels 60,000. Martin Goodman. Rates by arrangement, Acc.

**Western Trails**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 6000; novelettes 10,000 to 20,000. No first-person stories. A. A. Wyn. 1 to 2c, Pub.

**Wild West Stories and Complete Novel Magazine**, (Teck) 461 8th Ave., New York. (M-10) Western short-stories 1000 to 4000; novelettes 15,000 to 25,000. Frederick Gardener. 3/5c, Pub.

**Wonder Stories**, (Gernsback) 99 Hudson St., New York. (M-15) Plausible adventure short-stories, novelettes, serials, 1000-100,000, based on new scientific theories and developments of the future. H. Gernsback. 3/5c, Pub. (Slow.)

**Yale Review**, Box 1729, New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 5000-6000. Wilbur Cross. Good rates, Pub.

**Yankee**, Dublin, N. H. (M-25) Short-stories up to 3000, articles, essays, 1200-1400, verse, jokes, anecdotes, oddities, epitaphs; all of Yankee flavor. Robb Sagendorph; Beth Tolman, associate. Articles about \$10; stories, \$15-\$20; items \$1, verse 50c line, Pub.

## LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

## AGRICULTURAL, FARMING, LIVESTOCK

**Breeder's Gazette**, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock breeding and feeding articles. S. R. Guard. 1c, photos \$2, Pub.

**Dairy Goat Journal**, Fairbury, Neb. (M) Articles on dairy goat industry, largely from regular writers. C. A. Leach. Approx. 1c, Acc. (Overstocked.)

**Farm Journal**, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600; short-stories 3000 to 4000; novelettes 20,000. Arthur H. Jenkins. 2c up; fiction 5c up, Acc.

**Farm and Ranch**, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. ½c to 1c up, Pub.

**Hatchery Tribune**, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. ½c to 2c, Acc.

**Hoard's Dairymen**, Fort Atkinson, Wis. (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

**Iowa and Corn Belt Farmer**, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

**Ohio Farmer**, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

**Ontario Farmer**, The, 73 Richmond St., W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. W. Dawson. Indefinite rates, Acc.

**Poultry Item**, Sellersville, Pa. (M-15) Articles on poultry raising, successful poultrymen, their establishments, equipment, experience, etc., 1500. S. L. Althouse. Good rates, Pub.

**Poultry Tribune**, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

**Progressive Farmer**, 1702 4th Ave., Birmingham, Ala. (M) Short-stories, Southern appeal, 3000-4000, (submit to Dallas, Tex., office, 1104 Insurance Bldg.). Eugene Butler. 2c, Acc. (Overstocked.)

**Southern Dairy Products Journal**, 573 W. Peachtree St., N.E., Atlanta, Ga. (M) Features on dairy management in Southern states. F. H. Sorrow. ½c, Pub.

**Successful Farming**, (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800 to 6000; 2-installment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. ½c up, verse 25c line, Acc.

## ART, PHOTOGRAPHY

**Antiques**, 40 E. 49th St., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1½ to 2c, Pub.

**Camera**, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. ½c, Acc.

**New Photo Miniature**, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000 to 15,000. John A. Tennant, \$50 each, Acc. (Out of market.)

## AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

**Aero Digest**, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. ½c up, Pub.

**American Motorist**, Pennsylvania Ave., at 17th St., Washington, D. C. (M-15) Illustrated travel articles, vicinity of Washington, D. C., and Eastern states, 1000-1500, historical and descriptive articles appealing to motorists; very little verse. F. Kay Buschman. 1c, Pub.

**Aviation**, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Pub.

**Highway Magazine**, Armcu Culvert Mfrs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads and streets 800 to 1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

**Motorboat**, 63 Beekman St., New York. (M-20) Articles of practical interest to boat owners. Gerald T. White; E. S. Nelson, Associate. ½c to 3c, Pub.

**National Waterways Magazine**, Westinghouse Bldg., Pittsburgh, Pa. (M-35) River transportation features, 3000 to 5000, news, fillers, photos. John W. Black. 1c, photos \$2 to \$3, Pub.

**Popular Aviation**, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanical articles, War experiences, true adventures 2500 to 3500; fact items, fillers 100 to 800. B. G. Davis. ½c to 1c, Pub., photos extra.

**Power Boating**, Fenton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on power boating subjects. J. G. Robinson. Indefinite rates, Acc.

**Rudder**, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

**U. S. Air Services**, 727 Transportation Bldg., Washington, D. C. (M-25) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

**Western Construction News**, 114 Sansome St., San Francisco, (M) Articles on all phases Western construction activity. J. L. Ballard. Varying rates.

**Western Flying**, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Pritchard. 25c inch. Pub. (Overstocked.)

## BUSINESS, ADVERTISING, SALESMANSHIP

**Advertising Age**, 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. Murray E. Grain. 1c, Pub.

**American Business**, 4660 Ravenswood Ave., Chicago. (M-15) Material 97% staff-written, but has occasional concrete examples of business success in manufacturing field. Query. Eugene Whitmore. \$35 for 2000 words, Pub.

**Bankers Magazine**, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. ½c up, Pub.

**Barron's**, 44 Broad St., New York. (W-25) Authoritative financial articles 500-2500. Cyril A. Player. Indefinite rates, Acc.

**Burrrough's Clearing House**, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

**Business Week**, 330 W. 42nd St., New York. (W-20) Not in the market. Glenn Griswold.

**Commerce**, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith. Rates variable (Overstocked.)

**Credit & Financial Management**, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

**Executive Purchaser**, The, (Grogreen Pubs.) 623 E. St. Clair Ave., Cleveland. (M-25) Articles dealing with purchasing, purchasing practices and selected industrial topics 1000-2500. Stuart F. Heinritz. ½c up, Acc.

**Forbes Magazine**, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

**How to Sell**, 75 E. Wacker Drive, Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 400 to 2500. R. C. Remington. ½c, Pub.

**Independent Salesman**, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling up to 1200. Martin E. Siegel. ½c to 1c, photos \$1, Pub.

**Mail Order Journal**, 608 S. Dearborn St., Chicago. (M-10) Newspaper of mail order business. Limited amount of material from free-lances who can furnish specific case histories on mail-order activities. L. K. Jones. 1c, Pub. (Query.)

**National's Business**, The, 1615 H. St., N.W., Washington, D.C. (M-25) Business articles 2500. Merle Thorpe, Ed.; J. W. Bishop, Mng. Ed. Good rates, Acc.

**Opportunity**, 919 N. Michigan Ave., Chicago. (M-10) Inspirational fiction and articles; success stories based on selling. Kenneth C. Smith. 1c, Acc.

**Postage and Mailbag**, 160 5th Ave., New York. (M-10) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

**Printers' Ink**, 185 Madison Ave., New York. (W-10) (Also Printers' Ink Monthly-25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

**Rand McNally Bankers Monthly**, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beatty. Good rates, Pub.

**Sales Management**, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

**Savings Bank Journal**, 274 Madison Ave., New York. (M-35) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

**Signs of the Times**, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. ½c, Pub.

**Specialty Salesman**, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-20) Inspirational articles 1000 to 3000; human-interest short-stories 1000 to 3000; fact success articles of direct salesmen, 2000. Richard Milton. ½c, Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercrook. 1c up, Acc.

**Western Advertising**, 564 Market St., San Francisco. (M-20) Buys material only on special assignment. Robert E. Wade, Jr. 1 to 2c, Pub.

## BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

**American Home**, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

**Arts and Decoration**, (McBride, Andrews) 116 E. 16th St., New York. (M-35) Articles, photos, drawings describing distinctive homes; the arts, entertainment, decorating and furnishing accessories, household equipment. Mary Fenton Roberts. 1 to 2c, Pub.

**Better Homes & Gardens**, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500; brief short-stories of allied interest. Elmer T. Peterson. 2c up, usual photo rates, Acc.

**Canadian Homes & Gardens**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Practical home and garden articles up to 2000, photos. J. Herbert Hodgins. 1c, Pub.

**Country Home**, The, 250 Park Ave., New York. (M-5) Articles on farming, home improvement, gardening, general features, 2500, mostly staff-written. Short-stories, authentic agricultural background and characters, up to 4500. Wheeler McMillen. Good rates, Acc.

**Country Life**, 444 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estates, travel articles 1000 to 1500; good photos essential. Mrs. Jean Austin. Indefinite rates. Pub.

**Home Desirable**, The, 221 N. La Salle St., Chicago. (M-free) Articles on home modernization through plumbing and heating 1000; cartoons, photos. W. L. Benson. 1 to 5c, Acc. or Pub. (Overstocked.)

**Home and Garden**, (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. 1c up, Acc.

**House Beautiful combined with Home & Field**, (Hearst) 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. Arthur H. Samuels. 2 1/2c, Acc.

**Sunset**, 576 Sacramento St., San Francisco. (M-10) Home-making, garden, vacation, outdoor articles, Western appeal, 1000 to 1500. Books only from Western writers. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Pub.

**Town and Country**, 572 Madison Ave., New York. (2M-50) Not in the market. Harry A. Bull.

#### EDUCATIONAL

**Grade Teacher**, The, (Educ. Pub. Corp.) 419 4th Ave., New York. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. 3/4c, Pub.

**Industrial Arts and Vocational Education**, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. 3/4c, news 3/4c, Pub. (Overstocked.)

**Instructor**, The, 514 Cutler Bldg., Rochester, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Milled Owen. Good rates, Acc.

**Journal of Education**, 6 Park St., Boston. (2M-20) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

**Practical Home Economics**, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers and by teachers 1500-2000. Jessie A. Knox. 3/4c, Pub.

**School Activities**, Topeka, Kans. (M-20) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown. 3/4c, Pub.

**School Management**, 9 E. 40th St., New York. (10 yearly-20) 200-word department items, administrative angle, helps for parent-teacher organizations. Lucile D. Kirk, Mng. Ed. \$1 each, Pub.

**Timely Teacher Topics**, Suite 18, Hahler Bldg., North Platte, Neb. (M) Short-stories up to 1200; articles on teaching profession, child psychology; verse. Mrs. J. L. Osment. 3/4c, verse 5c line, Pub.

#### HEALTH, HYGIENE

**Forecast**, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, child training; news articles on food and health progress 2000 to 3000. Alberta M. Goudiss. 1 to 1 1/2c, Acc.

**Hygela, The Health Magazine**, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

**Industrial Medicine**, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud. 1c, Pub.

**Modern Medicine**, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schiferes, M.A. 3/4c up, photos \$3, Pub.

**Physical Culture**, (Macfadden) 1926 Broadway, New York. (M-15) Health articles, self-told adventures in health. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

**Trained Nurse & Hospital Review**, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

#### MUSICAL

**Choir Herald**, (Lorenz Puh. Co.) 3d and Madison Sts., Dayton, O. (M-15) Articles of interest to singers, choirs, music organizations 200 to 1800; sacred lyrics; librettos for seasonal cantatas; services, recitations, exercises, hymns; texts for religious music. Prof. Herman von Berge. 3/4c, \$2 per lyric, Acc.

**Diplason**, 306 Wahash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music; recital programs, reviews, 100 to 1000. S. E. Gruenstein. \$2 to \$4 column, Pub.

**Etude Music Magazine**, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000; art work, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

**Jacobs' Orchestra Monthly**, also **Jacobs' Band Monthly**, 120 Boylston St., Boston. (M) Educational articles for school and community orchestras and bands. Arthur C. Morse. 25c line, Pub.

**Metronome**, 113 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim, 1c, Pub.

**Musical America**, 113 W. 57th St., New York. (M and 2-M-20) Music articles 1500 to 2000. A. Walter Kramer. Indefinite rates, Pub.

**Musical Courier**, 113 W. 57th St., New York. (M-20) Informational articles of interest to musicians 2500. Leonard Liebling. 1c, 60 days after Pub.

**Musical Forecast**, 1090 Union Trust Bldg., Pittsburgh, Pa. (M-20) Informational articles of interest to musicians and laymen. David H. Light. 1c, Pub.

**Musical Quarterly**, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.

**Musician**, The, 15 E. 38th St., New York. (M-25) Feature music material. A. N. de Vore. No payment.

**Tempo**, 152 W. 42d St., New York. (M) Short human-interest articles on music and musicians. Miss Isabel Lowden. 1c, Pub.

#### RELIGIOUS

**Adult Bible Class Monthly**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (M-10) Religious, rural, peace articles 1200-1600, verse 2 or 3 stanzas, news of temperance movement, significant Bible-class activities. Jonathan B. Hawk. 3/4 to 1c, verse \$3 to \$10, photos \$2.50 up, Pub.

**Ave Maria, The**, Notre Dame, Ind. (W-10) Short-stories 2800-3000; serials 15 to 20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Juvenile adventure short-stories, serials, wholesome but not preachy. Rev. P. J. Carroll, C.S.C. \$3 page, poems \$5, Pub.

**Canadian Messenger**, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000-3000. Rev. J. L. Bergin, S.J. 3/4c, Acc.

**Christian Advocate**, The, (Methodist Book Concern) 150 5th Ave., New York. (W-10) Religious feature articles 1000; short-stories 1500; serials 20,000. James R. Joy. 3/4c, Pub.

**Christian Endeavor World**, 419 4th Ave., New York. (Q-20) Christian Endeavor news. No contributed matter.

**Christian Herald**, 419 4th Ave., New York. (M-20) Interdenominational religious, sociological articles with photos; short-stories 1000-3000; verse. Daniel A. Poling. Varying rates, Pub.

**Church Business**, Duplex Envelope Co., Richmond, Va. (Bi-M) Articles with or without illustrations on church plans, programs, etc., up to 800; religious fillers, jokes. Mary M. Cocco. About 1c, jokes \$1, Pub.

**Cradle Roll Home**, The, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150-800, fact items. Agnes Kennedy Holmes. 3/4c, Acc.

**Improvement Era**, The, 50 N. Main St., Salt Lake City, Utah. (M-20) Organ of Latterday Saints. Moral short-stories 4000; serials 30,000; domestic, religious, educational articles 4000; essays 2500. Richard L. Evans. 3/4c, verse 12 1/2c line, Pub.

**Living Church**, The, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

**Lookout**, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1800 to 2200; wholesome short-stories 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. 3/4c, photos \$1 to \$5, one month after Acc.

**Magnificat**, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

**Messenger of the Precious Blood**, Carthage, Ohio. (M-10) Catholic short-stories, articles 2500-3000; verse. Father Chas. J. Davitt, C.P.P.S., Rev. M. J. Foltz, C.P.P.S. 3/4c, verse 25c line, Pub.

**Messenger of the Sacred Heart**, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

**New Outlook**, The, United Church of Canada, 299 Queen St. W., Toronto, Canada. (W-10) Articles on religious and international problems, travel, art, etc., short-stories 1000 to 1200; verse; children's material. W. B. Creighton. 3/4c, Acc.

**Progress**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Solution of personal and world problems from standpoint of Christ teachings. Short-stories 1500 to 3500; articles 500 to 1500; poetry 4 to 16 lines. Ernest C. Wilson. Rev. Daniel A. Lord, S.J. 3/4c, Pub.

**Queen's Work**, The, Jesuit Fathers, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interests; short-stories, articles, 1200 to 2000; editorials; photos; news items, cartoons, cartoon ideas. Rev. Daniel A. Lord, S.J. 3/4c, Pub.

**Sign**, The, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C.P. 1c, Acc.

**Standard Bible Teacher**, Box 5, Sta. N, Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. 3/4c, Acc.

**Sunday School Times**, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. 3/4c up, Acc.

**Sunday School World**, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. 3/4c, Acc.

**Union Signal**, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence; also on peace. About 1/3c, Pub.

**Unity, also Weekly Unity**, 917 Tracy Ave., Kansas City, Mo. (W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

#### SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

**Electricity on the Farm**, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepherd. 1 1/2c, Acc. (Overstocked.)

**Everyday Science & Mechanics**, (Gernsback) 99 Hudson St., New York. (M-10) Constructional and experimental articles up to 2000. H. Gernsback. 3/4c up, photos \$2 up, Pub. (Slow.)

**Home Craftsman**, The, 63 Park Row, New York. (Bi-M-15) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

**Illustrated Mechanics**, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homecraft magazine featuring "how-to-make-it" articles 500-1500. E. A. Weishaar. 3/4c, Acc. to 1c, photos or drawings \$1 to \$3, Pub. (Slow.)

**Mechanics and Handicraft**, (Standard) 22 W. 48th St., New York. (M-15) Popular scientific miscellany; construction, how-to-make-it, experimental, hobbies material. Joseph H. Kraus. 3/4c, Acc. for features, Pub. for shorts.

**Model Airplane News**, 551 5th Ave., New York. (M-20) Model airplane construction articles. Rates not stated.

**Model Craftsman, The**, 33 W. 42nd St., New York. (M-25) Illustrated articles on home craftsmanship, mechanics. Rates by arrangement.

**Modern Mechanix and Inventions**, 22 W. Putnam Ave., Greenwich, Conn. (M-15) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos; construction ideas for amateur workshop fans; outdoor sports photos; inventions, home hobbies. William J. Kostka. Good rates, photos \$3 up, Acc.

**Nature Magazine**, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000; fillers with pictures 100 to 400; no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)

**Popular Mechanics**, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300-1500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

**Popular Science Monthly**, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

**Scientific American**, 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering, inventions. O. D. Munn. Varying rates, Acc.

**Scientific Progress**, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Popular scientific articles on health, psychology, achievement. Dagobert D. Runes, Ph.D. Rarely pays.

**Scientific Psychology**, 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500-3000; timely items. D. J. Foard. No payment.

**Short Wave Radio**, 1123 Broadway, New York. (M) Technical radio material on short wave receivers and transmitters, illustrated, 1000-3000. Robert Herzberg. 1c, Pub.

#### SPORTING, OUTDOOR, HUNTING, FISHING

**Alaska Sportsman, The**, Ketchikan, Alaska. (M) Short-stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. 3/4c, Pub.

**American Rifleman, The**, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Lawrence J. Hathaway. About 1c, Pub. (Overstocked.)

**Baseball Magazine, The**, 70 5th Ave., New York. (M-20) Major league baseball articles, verse. F. C. Lane. 3/4c, Pub.

**Fan & Family**, 400 N. Michigan Ave., Chicago. (M-10) Personality feature articles on famous baseball heroes 2500; short-stories, baseball background, 2000-2500; short shorts 1000; sport fillers, verse, jokes, cartoons. Diana Gaines. \$30 per article, Acc.

**Field and Stream**, (Warner) 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500-3000. Ray P. Holland. 1c up, Acc.

**Fur-Fish-Game**, 174 E. Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by practical arborities; true Indian and frontier day stories 3000-5000. A. V. Harding. 1/2c, Acc.

**Hunter-Trader-Trapper**, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, trapping, hunting-dog, fishing articles, outdoor photos. Otto Kuechler. Low rates, Pub. (Overstocked.)

**National Bowlers Journal and Recreation Age**, 360 N. Michigan Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey; short-stories; photos; news items; cartoons. J. M. Luby. 10c, Pub.

**National Sportsman**, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

**North American Trapper**, Box 663, Charleston, W. Va. (M) Stories, articles, filler, poems, concerning trapping. Charley West. Indefinite rates.

**Outdoor Life**, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000. Raymond J. Brown. Up to 10c, \$3 up for photos, kinks, shorts, Acc.

**Pacific Sportsman**, 401 Sansome St., San Francisco. (M) Outdoor, fishing, hunting, boating, canoeing, camping articles 500-1500; outdoor poetry up to 16 lines. John C. Fifer. No payment.

**Post Time**, 443 Plymouth Court, Chicago. (M-25) Articles dealing with horse racing; short-stories up to 2500; serials, Mark Mellen. Fiction 3/4c, articles 1 to 1 1/2c, Pub.

**Scholastic Coach**, 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

**Sports Afield and Trails of the Northwoods**, 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. P. K. Whipple. 1 to 2c, Pub.

**Sports Illustrated and the American Golfer**, 432 4th Ave., New York. (M-25) Articles on all types of sport up to 1400; news items, fillers, photos, cartoons, very little fiction. Ronald Kirkbride. Indefinite rates, Pub.

**Sportsman, The**, 8 Arlington St., Boston. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500-2500. Prefers query. Richard Fly Danielson. Indefinite rates, photos \$3, Pub.

**Turf & Sport Digest**, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on running horse-racing 2500-5000; racing short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn. 3/4c, Pub. or Acc.

#### THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

**Billboard**, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (M-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

**Greater Show World**, 1547 Broadway, New York. (M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. 3/4c, Pub.

**Hollywood Magazine**, (Fawcett) 7046 Hollywood Blvd., Hollywood. (M-5) Film articles on assignment; fillers, photos. Jack Smalley. Liberal rates, Acc.

**Modern Screen**, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Regina Cannon. Good rates, Acc.

**Motion Picture Magazine**, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

**Movie Action Magazine**, (S. & S.) 79 7th Ave., New York. Novelized movie stories written on order; buys fact and feature material. John L. Nanovic; Robert C. Sidman, associate, 1c, Acc.

**Movie Classic**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Articles on motion pictures and stars, usually on assignment, 1800 to 2500. Occasional articles on famous women in allied fields; smart short-stories. Eric Ergenbright. Good rates, Acc.

**Movie Mirror**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment. Ruth Waterbury; E. V. Heyn, N. Y. editor. Good rates, Acc.

**Photoplay**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-25) Motion picture articles; short-stories; serials. Miss Ruth Waterbury. Good rates, Acc.

**Picture Play Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Articles 1200-1500 of interest to motion-picture enthusiasts, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

**Radio Stars**, (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Lester C. Gray. Good rates, Acc.

**Romantic Movie Stories**, (Fawcett) 1501 Broadway, New York. (M) Motion-picture fiction. Ralph Daigh. Good rates, Acc.

**Screen Book**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Short news articles on popular screen favorites, usually on assignment. Carl A. Schroeder. Liberal rates, Acc.

**Screenland**, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Delight Evans. Fair rates, Pub.

**Screen Play**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Authentic articles of interest to movie fans, usually on assignment. Murphy McHenry. Liberal rates, Acc.

**Silver Screen**, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Short-stories, serials, articles, jokes, news items, photos, art work, of interest to movie fans. Elliott Keen. Indefinite rates, Pub.

**Theatre Arts Monthly**, 40 E. 40th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-50) Articles on theatre and associated arts 1800 to 2500; verse. Edith J. R. Isaacs. 2c, Pub.

**Variety**, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

#### TRADE JOURNALS—MISCELLANEOUS

**American Artisan**, 6 N. Michigan Ave., Chicago. (M) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

**American Baker**, The, 118 S. 6th St., Minneapolis. (M-10) Short success stories; baking innovations; examples of good merchandising. 1/2c and up, Acc.

**American Builder and Building Age**, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

**American Druggist**, 572 Madison Ave., New York. (M) News features 200-1000; photos. Howard Stephenson. High rates, Acc.

**American Hairdresser**, 386 4th Ave., New York. (M-35) Trade News, 1c, Pub.

**American Ink Maker**, 254 W. 31st St., New York. (M) News of printers' ink manufacturers and distributors. Low rate, Pub.

**American Lumberman**, 431 S. Dearborn St., Chicago. (B-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

**American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

**American Painter & Decorator**, 3713 Washington Blvd., St. Louis, Mo. (M-10) Accurate, descriptive articles on unusual decorating jobs, photos. Query. George Boardman Ferry. Up to 1c, Pub.

**American Paper Merchant**, 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. Frank C. Petrine, Mng. Ed. 3/4c up, Acc.

**American Perfumer & Essential Oil Review**, 9 E. 38th St., New York. (M-30) Technical, scientific articles on perfumes, cosmetics, soaps, etc., articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. S. L. Mayham. Indefinite rates, features, Acc.; news, Pub.

**American Printer**, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives, mostly written to specification. L. B. Siegfried. 1c up, Pub.

**American Restaurant Magazine**, 5 S. Wabash Ave., Chicago. (M-25) Largely staff-prepared. H. C. Sickman.

**American Silk & Rayon Journal**, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500-3000. H. W. Smith. \$6 per 1000, Pub.

**Amusement Park Management**, 404 4th Ave., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c, photos \$1.50, Pub.

**Art of Mosaics & Terazzo**, 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terazzo work. R. B. Birch, Jr. 1c, photos \$2, Pub. (Very slow.)

**Autobody Trimmer and Painter**, 128 Opera Place, Cincinnati. (M-20) Limited market for technical and merchandising articles of the trade. John R. Warrington. 3/4c, Pub.

**Automatic World**, 120 St. Louis Ave., Ft. Worth, Tex. (M) News and features pertaining to vending machines. Tom Murray. 20c column inch, Pub.

**Automobile Digest**, 22 E. 12th St., Cincinnati. (M) Methods and management articles of interest to independent service garage men. Ray Kuns. Indefinite rates, Acc.

**Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Features based on interviews with successful automobile dealers. Don Blanchard. 1c up, Pub.

**Automotive Daily News**, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsbaugh. 20c inch, photos \$1.50, Pub.

**Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops, up to 1000. Photos. Stanley P. McMinn. 1c, Pub.

**Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

**Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Albert Klopfer. Space rates, Pub.

**Bakers Review**, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (*Buy's Little*)

**Beach and Pool**, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (*Overstocked*)

**Beautician Magazine**, 11 Park Pl., New York. (M-20) Articles of interest to beauty shop owners and operators. 1c, Pub.

**Black Diamond**, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. 1c up, Pub.

**Bookbinding Magazine**, 50 Union Square, New York. (M) News of trade. Query on features. D. M. Glixon. 1/2 to 1c, Pub.

**Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

**Boys' Outfitter**, 175 5th Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch, Pub.

**Brewer and Dispenser**, 501 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.

**Brewers' Journal**, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich. Indefinite rates, Pub.

**Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dublin. Indefinite rates, Pub.

**Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaeppl. Mng. Ed. 1c up, Pub.

**Building Modernization**, 9 E. 40th St., New York. (M-25) Articles about unusual building modernization jobs with good photos 500-2000. 1c, Pub.

**Building Supply News**, 59 E. Van Buren St., Chicago. (M-30) News of lumber and building supply dealers, 100 words maximum; reports of conventions; 200-300 word articles for departments, "Practical Aids to Profit," and "Yard Kinks." John H. Van Deventer, Jr. 40c inch, Pub.

**Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. 1/2c, Acc. News items, first 100 words 2c, bal. each item 1/2c, Pub.

**Casket & Sunnyside**, 487 Broadway, New York. (M-50) Interviews with morticians on mortuary management. Seabury Quinn. 1/2c, Pub. (*Query first*)

**Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaeppl. 1c, Pub.

**Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Lebar. About 1/2c, Pub.

**Chain Store Management**, 18 E. 41st St., New York. (M-20) Food chain miscellany. Glenn C. Compton. (*Out of market*.)

**Cleaning and Dyeing World**, 330 W. 42d St., New York. (M) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About 1/2c, Pub.

**Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-25) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies 1500. George T. Hook. Variable rates, Pub.

**Confectionery and Ice Cream World**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

**Concrete Products**, 330 S. Wells St., Chicago. (Bi-M) Illustrated articles on manufacture, marketing and uses of pre-cast concrete products 500-1500. Bror Nordberg. \$10 page, Pub.

**Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Illustrated articles on wholesale candy manufacturing companies, describing production methods or merchandising policies from manufacturer's point of view. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.

**Confectioners News**, 437 Chestnut St., Philadelphia. (M) Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies. Stories showing how candy jobbers assist retailers in display and disposal of confections. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.

**Corsets & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. 1/2c, Pub.

**Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Articles, buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. 1/2c, Pub.

**Cracker Baker, The**, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories. Query. L. M. Dawson. 30 to 50c inch, Pub.

**Crockery and Glass Journal**, 1170 Broadway, New York (M) Illustrated articles on china and glass sales promotion stunts by retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. 1/2c, Pub.

**Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.

**Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and improved quality of product articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice-cream, butter, cheese, dairy by-products); articles on milk plants preferred, 500 to 2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, Pub.

**Decorative Furnisher, The**, 381 4th Ave., New York. (M) Illustrated articles of interest to interior decorators, decorative departments in high-class department stores, home furnishers, and retailers. Good rates, Pub. (*Overstocked*)

**Diesel Digest**, 304 S. Broadway, Los Angeles. (M-25) Occasional articles 1000 to 2000, descriptive of new Diesel usages or novel installations. Illustrations. A. L. Hancock. 1/2 to 1/2c, photos, 50c and \$1, Pub.

**Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c, Pub.

**Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c, Pub.

**Distribution and Warehousing**, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. 1/2c up, photos \$2, Pub.

**Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. R. V. Sawhill. 1c, Pub.

**Drapery Profits**, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. McCleary. 1c, photos \$3, Pub.

**Dress Accessories**, 1170 Broadway, New York. (M) News and features of interest to buyers of gloves, laces, handkerchiefs, costume flowers, etc. Irene Parrott. 1/2c, Pub. (*Not in market*)

**Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggists' success articles. R. W. Rodman. Indefinite rates, Pub.

**Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick. Mng. Ed. 1c, Pub. Numerous unsatisfactory experiences reported, such as excessive cutting, lost manuscripts, delayed payments, etc.

**Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick. Mng. Ed. Indefinite rates. See comment on **Drug Topics**.

**Drug World**, 572 Madison Ave., New York. (E.O.W.) News covering manufacturing and wholesaling activities in drug, cosmetics and soda fountain fields. Regular correspondents. Stewart Schackne. 1c, Acc.

**Drycleaning Progress**, 120 St. Louis Ave., Ft. Worth, Texas. (M) News and features of trade in Southern states. V. E. Martin. 1/2c, Pub. (*Not buying*)

**Dry Goods Economist**, 239 W. 39th St., New York. (Bi-M-15) Articles of specific interest to department store field, up to 750. C. K. MacDermut, Jr. Mng. Ed. 1/2c, photos \$2, special rates on best material, month after acceptance.

**Dry Goods Merchants Trade Journal**, 507 W. 10th St., Des Moines, Ia. (M) Only outstanding merchandising articles about store departments bought. Largely staff-written. K. I. Boreman. 1c, Acc.

**Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.

**Electrical Dealer**, 360 N. Michigan Ave., Chicago. Illustrated features, "shorts," on merchandising electrical and radio appliances. Stanley A. Dennis. 1c, Pub.

**Electrical South**, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electric power companies, electrical contractors, dealers, wholesalers of the South. S. R. McGillis. 1/2c, Pub.

**Electrical Wholesaling**, 330 W. 42d St., New York. (M-25) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.

**Electric Refrigeration News**, 5229 Cass Ave., Detroit, Mich. (W-10) Informative articles on servicing of refrigerating machines, successful merchandising ideas and practices for electrical appliances, technical descriptions of air conditioning installations; news of more than local importance; human-interest photos. George F. Taubeneck. 1c, Pub.

**Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry, drainage 500-2000. Arnold Andrews. 1c, photos \$1, cartoons on shovel subjects \$1 to \$2, Pub. (*Query*.)

**Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.

**Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. Overstocked. File name for possible assignment. C. C. Hayley. 1c, Pub.

**Feed Bag**, 210 E. Michigan St., Milwaukee. (M-25) Articles on merchandising ideas used by feed dealers (quote figures) 750 to 1000. David K. Steenbergh. 1c, Pub.

**Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade, preferably from midwest and northern states. Harvey E. Yantis. 1/2c, Acc.

**Film Daily**, 1650 Broadway, New York. (D) News of the industry. J. W. Alicoate. Space rates.

**Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing); correspondents needed. Prefers preliminary outline. Carroll E. Pellissier. 1c, news 25c inch, photos \$1, Pub.

**Florists Review**, 508 S. Dearborn St., Chicago. (W) News furnished by regular correspondents. Strictly trade. A. C. Morgan. Fair rates, Pub.

**Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of food and grocery product manufacturers. Dan Renick. 1c, Dept. items, 10c line, Pub. Basic editorial policy relating to contributors disapproved by The Author & Journalist.

**Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 200, on selling, service, parts merchandising, administration. Ford super-service station operation. H. James Larkin. 1c, Acc.

**F.T.D. News**, 251 W. Larned St., Detroit. (M) Florists' trade news from regular correspondents. M. Bloy. Fair rates, Pub.

**Furniture Age**, 2225 Herndon St., Chicago. (M-50) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, in re furniture, rugs, draperies, refrigeration, washing machines, radios, toys; featuring outstanding promotions, new stores, model houses, unusual merchandising methods. Only well illustrated material accepted. J. A. Gary. 1c, photos \$2, Pub.

**Furniture Index**, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)

**Furniture Manufacturer**, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Manufacturer and factory superintendents' stories of all phases of factory production, cabinet room, machinery, finishing, 500 to 1500. John N. Nind, Jr. 6/10c, photos \$1 up, Pub.

**Gas Age Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

**Geyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief feature articles in stationery, office equipment, allied fields, with photos, giving novel sales promotion ideas, window display, advertising, etc., based on actual interviews. Thos V. Murphy. \$5 each, Pub.

**Gift & Art Buyer**, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$5 each, Pub.

**Gloves**, Gloversville, N. Y. (M-25) Very limited market for news and features of the retail and wholesale glove trade. Bethune M. Grant, Jr. 1c, Pub.

**Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1 1/2 to 2c per word), Pub.

**Hardware Retailer**, E. Washington Bldg., Indianapolis. (M) Illustrated hardware merchandising features. Rivers Peterson. 1c, Pub.

**Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also housewares, china, glass 200-1000. Henry E. Ashmun. 1c, photos \$1, 30 days after Pub.

**Hat Life**, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.

**Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.

**Hide and Leather**, 20 Vesey St., New York. (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. James G. Peede. 1/2c, Pub.

**Homefurnishers' Graphic**, Retail Ledger Pub. Co., 1346 Chestnut St., Philadelphia. Short articles with pictures, on successful promotion, display, selling of furniture, floor coverings, electrical appliances, housewares, etc., in furniture, hardware and department stores, from the buyer's and (in smaller stores) the proprietor's angle. Accomplishments, outstanding promotions, not local news. Stories must be boiled down, factual, fast-moving, preferably with illustration or mug of buyer or proprietor. Give all facts that a buyer would want to know about whatever you cover; no flowery generalities. 1c, photos \$1 to \$3, Acc.

**Home Ware**, 1346 Chestnut St., Philadelphia. (Section of Retail Ledger). Articles on furniture, rug, drapery, paint and wallpaper, house-wares departments in department and furniture stores, strictly from the management and executive angle. Accomplishments and unusual promotions, not local news. John Guernsey. Signed articles, varying rates; unsigned, about 1c; photos, \$3, Acc. and Pub. (See also **Homefurnishers' Graphic**.)

**Hotel Management**, 222 E. 42d St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1 1/2 to 5c, Acc.

**Hotel Monthly**, 950 Merchandise Mart, Chicago. (M) Hotel news and features. Space rates, Pub.

**Hotel World-Review**, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. 3/4 to 1c, Acc.

**House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and electrical appliance departments 300-700. Julien Elfenbein. 3/4c, \$1 for photos, Pub.

**Ice Cream Field**, 45 W. 45th St., New York. (M-25) Business-building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. 1/2c up, photos 50c to \$1, Pub. (Buying little; query first.)

**Ice Cream Trade Journal**, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies 500 to 2000. Harry W. Huey. 1c, Pub.

**Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.

**Implement Record**, 420 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdock. Varying rates, Acc.

**India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. D. C. McRoberts. 8c, Pub.

**Industrial Finishing**, 802 Wulson Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. 3/4 to 1c, Pub.

**Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Murray E. Crain. 1c, Pub.

**Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. 1/2c, Pub.

**Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.

**Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin. 1/2c, Pub.

**Inland Printer**, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

**Institutional Outfitter**, The, 612 N. Michigan Ave., Chicago. (M-25) Illustrated articles of interest to hotel, restaurant and institutional supply houses. A. Engelsman. 1c, Pub.

**Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (W-15) Correspondents covering fire, casualty, life insurance news in all principal cities. John E. Puckett. About 1/2c, Pub.

**Insurance Salesman**, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. C. C. Robinson. 1/2 to 1c, Acc.

**International Blue Printer**, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

**Jewelers' Circular-Keystone**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. A. Merchant Clark. 40c inch, Pub.

**Knitted Outerwear Age**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lebar. 1/2 to 2c, Pub.

**Laundry Age**, 330 W. 42d St., New York. (M-25) Articles on assignment only. J. M. Thacker. Indefinite rates, Pub.

**Laundryman's Guide**, Industrial Life Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750 to 1200, general news items 50 to 100, 1/2 to 1c, photos 50c to \$1, Pub.

**Linens & Domestics**, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Julien Elfenbein. 1/2c, photos \$1, Pub.

**Liquor Store and Dispenser**, 205 E. 42d St., New York. (M-40) Illustrated merchandising articles 1200 for wine and liquor retailers, hotels and restaurants. Hartley W. Barclay. 1c, Pub.

**Lubrication and Maintenance**, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Ward K. Halbert. Good rates.

**Luggage and Leather Goods**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. 1/2c, Pub.

**Magazine of Light**, The, Nela Park, Cleveland, O. (10 issues a year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.

**Manufacturing Jeweler**, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. 1/2c, Pub.

**Meat Merchandising**, 105 S. 9th St., St. Louis. (M-20) 100-word merchandising shorts on meats, groceries, produce, fish. J. L. Hoppe. 1c, Pub.

**Men's Wear**, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

**Mida's Criterion**, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. R. B. Birch, Jr. 1/2c, Pub.

**Mill & Factory**, (Conover-Mast Corp.) 205 E. 42d St., New York. (M-35) Now buying technical articles for balance of 1936. Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c and up, usually Acc.

**Millinery Trade Review**, 15 E. 40th St., New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. 1/2 to 1c, photos \$2, Pub.

**Modern Brewery**, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives. Now buying for 1936. Hartley W. Barclay. 1c up, usually Acc.

**Modern Packaging**, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising, on assignment only. D. E. A. Charlton. 1 to 4c, Pub.

**Modern Plastics**, 425 4th Ave., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, etc. \$10 page, Pub.

**Modern Roofing**, 404 4th Ave., New York. (M) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. James McCawley. 1c, photos \$1, Pub.

**Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.

**Mortuary Management**, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. 5c to 1c, Pub. (Not buying.)

**Motion Picture Herald**, 1790 Broadway, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business. Terry Ramsaye. Indefinite rates, Pub.

**Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

**Motor Service**, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. Submit outline. A. H. Packer. Good rates, Acc.

**Motor Ship**, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.

**Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the trade. W. J. Dougherty. 1c, Pub.

**National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features of interest to the soft-drink and beer-bottling trades. W. B. Keller, Jr. \$7.50 page, Pub.

**National Carbonator & Bottler**, Industrial Life Bldg., Atlanta, Ga. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750 to 1250; news items 50 to 100. 5c to 1c, photos 50c to \$1, Pub.

**National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Feature articles; short items 200 to 1000 of cleaning and dyeing trade. Roy Denney. About 2/3c, Pub.

**National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, occasional features. Allen Sinsheimer. 3/4c, Pub.

**National Jeweler**, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles with news, merchandising slant, 250 to 500. Francis R. Bentley. 5c to 1c, Acc.

**National Provisioner**, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants, meat distribution from plant to consumer. Paul I. Aldrich. 5c up, Pub.

**New England Electrical News**, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost. Flat payment, rate not specified. 30 days after Pub.

**Night Club & Ballroom Management**, 333 N. Michigan Ave., Suite 501, Chicago. (M) Profit-making ideas on operation of night clubs and ballrooms. C. W. Austin. Indefinite rates, Pub.

**Northwestern Confectioner**, 707 N. Broadway, Milwaukee. (M-20) Articles featuring jobbing, manufacturing confectioners 1000-1500. G. B. Kluck. Fair rates, Pub. (Practically no market.)

**Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Interviews with prominent head millers and mill superintendents, with pictures, up to 1500; short sketches about second and third generations of millers; merchandising articles about or of interest to flour jobbers. Carroll K. Michener. Mng. Ed. 5c, Acc.

**Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. 3/4c, Pub.

**Office Appliances**, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson. 30c inch, Pub.

**Oil Heat**, 167 Madison Ave., New York. (M) Features and news on construction, operation, merchandising of oil burners. A. E. Coburn, Assoc. Ed. 30c inch, Pub.

**Optometric Weekly**, 5 N. Wahash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.

**Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

**Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to packing and shipping depts. of industrial companies, on packing, loading, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. 5c to 1c, photos 50c to \$1, Pub.

**Paper Converters & Envelope Industry**, 1911-1913 Conway Bldg., Chicago, merchandising plans, sale policies of manufacturers of paper converted products—envelopes, tags, bags, paper napkins, toilet paper, paper towels, cartons, etc. Frank C. Petrine. 5c to 1c, Acc.

**Petroleum Age and Service Station Merchandising**, 500 N. Dearborn St., Chicago. (M-25) Merchandising petroleum products, auto accessories by independent jobbers; details of successful oil-jobbing concerns. O. F. List. 5c, photos 50c, Pub.

**Petroleum Marketer**, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

**Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. J. C. Raleigh. About 5c, Pub.

**Playthings**, 381 4th Ave., New York. (M-25) Limited market for toy merchandising features 2000-2500. J. M. Cloud. 5c, Pub.

**Plumbing and Heating Trade Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in the plumbing and heating business; unusual merchandising and management methods, views of successful contractors on timely questions affecting the trade, 1000. J. P. Koelisch. Good rates, Pub.

**Power**, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 1500, by engineers or power executives. \$10 to \$12 page, 1000 words, Pub.

**Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Arthur L. Rice. 6/10c, Pub.

**Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)

**Practical Builder**, 59 E. Van Buren St., Chicago. (M) Brief illustrated articles dealing with practical problems of the small contractor. Phil W. Hanna. 60c inch, Pub.

**Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr. Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos 5c space rates, Pub.

**Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200, grocery trade articles, especially success stories, 1200-1500; photos. Ralph F. Linder. 1 to \$2, Acc. Original jokes with grocery slant, \$1 each. Attractive photos of food window and interior displays, meat displays. \$3 to \$5 each.

**Publishers Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade 1500-2000. Frederick G. Melcher. 1c, 10th of mo, following Pub.

**Radio & Electric Appliance Journal** (including **The Radio Merchant**), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.

**Radio Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.

**Railroad Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

**Real Estate Record**, 119 W. 40th St., New York. (M-20) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.

**Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigerators. Hal Reynolds. \$4 column, Pub.

**Restaurant Management**, 222 E. 42d St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc.

**Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.

**Retail Ledger**, 1346 Chestnut St., Philadelphia (M-25). Articles on store management, personnel policies, successful promotions, unusual installations or operating methods of such equipment as air conditioning, elevators, ventilation systems, delivery. System stories (cash handling, credit, billing, office, stock control, direct-mail, etc.), strictly from the angle of store heads and executives of department stores and large downtown stores in all lines. 800-1000 with pix preferred. John Guernsey. 1 to 2c, photos \$3, 10th of month following Acc.

**Retail Tobacconist**, 117 W. 61st St., New York. (2M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Patrey. 5c, Pub.

**Rock Products**, 330 S. Wells St., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.

**Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to fire and casualty insurance salesmen. Irving Williams. Fair rates, Pub.

**Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$10 page, Pub.

**San Francisco Styles and Selling**, 310 Sansome St., San Francisco. (M) Very brief selling ideas used by Pacific Coast dry goods, department and general stores. 20c inch, photos \$2, Pub.

**Seed World**, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 5c, Pub.

**Shoe Repair Service**, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 250-1500, fact items, fillers 50-100, jokes. A. V. Fingulin. 5c to 1/2c, Pub. (Overstocked on verse.)

**Soda Fountain**, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. V. E. Moynahan. 1c, Pub.

**Southern Forest and Nurseryman**, 120 St. Louis Ave., Ft. Worth, Tex. (W) Regular correspondents provide news of Southern states. Aaron Smith. 5c, Pub. (Not buying.)

**Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising. Hal Reynolds. \$8 page, Pub.

**Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

**Southwestern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-10) News and features of Texas, Alabama, Florida, Georgia, N. Carolina, S. Carolina, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, and New Mexico baking industry. Charles Tunnell. 5c to 1c, photos \$1, Pub.

**Southwestern Bottler**, 454 Soledad St., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. 5c up, Pub.

**Spice Mill**, The, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. C. S. Sewell. 5c to 1c, Pub.

**Sporting Goods Dealer**, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on merchandising, store arrangement, news. C. T. Felker. 5c up, Pub.

**Sporting Goods Journal**, 400 W. Madison St., Chicago. (M) Specific articles describing merchandising programs of sports stores, 500-1000; photos. Ames A. Castle. 5c up, Pub.

**Starroom Laundry Journal**, 305 E. 45th St., New York. (M-25) Feature articles on laundry business, 1000. Frank Black. 5c to 1c, Pub.

**Super Service Station**, Tribune Tower, Chicago. (M) Illustrated articles on super-service station management. Roger B. Stafford. 1c, Pub.

**Syndicate Store Merchandiser**, 953 Broad St., Newark, N. J. (M-20) Illustrated articles on 5, 10 and \$1 chain store merchandising and displays up to 1000. P. J. Beil. 1c up, Pub. Shorts on unusual window and counter displays, up to 100, with photos.  $\frac{1}{4}$  to 1c, Pub.

**Telegraph Delivery Spirit**, Suite 805, H. W. Hellman Bldg., Los Angeles. (M-50) Illustrated business-building features of florist trade, covering T. D. S. members. James Madison Avery.  $\frac{1}{2}$ c, Pub.

**Tires Magazine**, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire dealers and superservice station operators 1500-2000. Jerome T. Shaw.  $\frac{3}{4}$  to 1c, news items 25c inch, fillers  $\frac{1}{4}$ c, photos \$2, Pub.

**Toilet Requisites**, 101 W. 31st St., New York. (M) "The National Geographic of the toilet requisites trade." Features dealing with the basic perfume and essential oil industry. S. G. Swift. 1c, Pub.

**Tool Engineer**, The, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. Roy T. Branson. \$10 page (2 col. 9 in.-10 pt.), Pub.

**Toys and Novelties**, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1200. John J. Welch.  $\frac{3}{4}$ c, Pub.

**Toy World and Bicycle World**, 56th & Chestnut Sts., Philadelphia. (M-15) Toy and bicycle merchandising stories and news. Kenneth A. Heale. \$6 printed page, Pub.

**Underwear and Hosiery Review**, 93 Worth St., New York. (M) Protected correspondents in principal cities. News and merchandising features. Bertram M. Lebhar.  $\frac{1}{2}$ c to 2c, Pub.

**United States Tobacco Journal**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

**Upholstering**, 373 4th Ave., New York. (M) Articles of dollars-and-cents value to makers of upholstered furniture, both manufacturing and work room. Indefinite rates, Pub. (Not in market.)

**Voluntary and Cooperative Groups Magazine**, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook.  $\frac{3}{4}$ c, photos \$1, Pub.

**Wallpaper Magazine**, 10 E. 40th St., York. (M) Official publication of Wallpaper Institute. Uses limited amount of merchandising material. Ralph O. Ellsworth. 1c, Pub.

**Welding Engineer**, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler. 1c, Pub.

**Western Beverage**, 312 E. 12th St., Los Angeles. (M-25) Articles covering winery and spirits industries of West. P. T. Carre, Mng. Ed. Rates not at hand.

**Western Brewing World**, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Pritchard, Query on features. Good rates, Pub.

**Western Confectioner and Ice Cream News**, 420 S. San Pedro St., Los Angeles. (M-25) News and features of Western candy, ice-cream, fountain trade. Query on features. H. H. Marquis. 25c inch, Pub.

**Western Furniture Retailing**, 180 New Montgomery St., San Francisco. (M) News and features of the trade. Philip W. Battelle. 1c, Pub. (Overstocked.)

**Western Hotel Reporter**, 681 Market St., San Francisco. (M-15) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Billard. 20c inch, Pub.

**Western Plumbing & Heating Journal**, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Pub.

**Wine Review**, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. H. H. Marquis. 25c inch, Pub.

**Wood Construction**, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interests. Findley M. Torrence. 16c inch, including art, Pub.

**Wooden Barrel**, The, 511 Locust St., St. Louis. (M) Promotional articles on cooperage industry to appeal to customers, articles on wooden barrels in use in various industries, 1000; new markets. Lynn C. Mahan. 1c, Pub.

## LIST D

### Juvenile and Young People's Publications

**Ambassador**, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 3000. Travel, biographical, practical articles 1500 with illustrations; verse. Novella Dillard Preston.  $\frac{1}{2}$ c, poems \$1 to \$2.50, Acc.

**American Boy**, The, 7430 2d Blvd., Detroit, Mich. (M-10) Boys, high-school and college age. Short-stories up to 4500; Western, mystery, small-town, farm, science, pseudo-science, sports, detective, humor; fillers 300 with action photos on achievements of boys. Franklin M. Reck. Mng. Ed. 2c up, Acc.

**American Girl**, 570 Lexington Ave., New York. (M-15) Ages 10 to 17. Girl Scouts publication. Action short-stories 2500 to 3700; articles 1500 to 3000. Anne Stoddard. 1c up, Acc.

**American Newspaper Boy**, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories of adventure, inspiration, modern newspaper carrier boy characters, 2000 to 3000. Bradley Welfare. \$10 each, Pub.

**Boy Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Winter short-stories 1800 to 2000, serials, articles, miscellany, 1/3c up, Acc.

**Boys and Girls**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls up to 12. Short-stories 600 to 1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson.  $\frac{1}{2}$ c, Acc.

**Boys's and Girl's Comrade**, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 13 to 17. Stories of character building or religious value 1000 to 2000; serials 5 to 15 chapters; verse 2 to 6 stanzas. L. Helen Percy. \$3 per M., photos 25c to \$1, Pub.

**Boys's Comrade**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Ages 13 to 17. Short-stories 2000 to 2500; serials 8 to 10 chapters; illustrated articles 100 to 1500; verse; miscellany. Herbert L. Minard. \$3.50 per M., Pub.

**Boys's Life**, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000 to 4500; serials 2 to 6 installments of 5000; articles up to 2000. James E. West; Irving Crump, Mng. Ed. 1/2c up, Acc.

**Boys's World**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500; serials 4 to 6 chapters, 2200 to 2400 each, scientific news items with photos; successful boys (photos), occupation items, 500; verse, 12 lines. D. C. Cook, Ill. Ed.-in-chief; Thos. S. Huntley, Mng. Ed. Good rates, Acc.

**Canadian Boy**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace.  $\frac{1}{2}$ c, Acc.

**Canadian Girl**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Archer Wallace. 1c, Acc.

**Catholic Boy**, The, Andrews Hotel, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200 to 2500; articles for boys. J. S. Gibbons.  $\frac{1}{2}$ c to 1c, Pub.

**Catholic Girl**, The, 20 Prospect St., Terryville, Conn. (M-15) Girls, high-school age. Wholesome, entertaining, not pietistic short-stories 2500; vocational articles 1500-2500. Mrs. Margaret H. Sullivan. About  $\frac{1}{2}$ c, Pub. (Overstocked.)

**Challenge**, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 2000 to 2500; descriptive biographical, travel articles up to 2000 (authorities must be cited); verse. Wallace Greene.  $\frac{1}{2}$ c, verse \$1 to \$2.50, Acc.

**Child Life**, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, miscellany up to 1800. Marjorie Barrows.  $\frac{1}{2}$ c to 1c, Pub. (Overstocked.)

**Children's Play Mate Magazine**, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery, adventure short-stories up to 2000; nursery stories; imaginative verse 1 to 5 stanzas. Esther Cooper. 1c, verse 25c line, Acc.

**Child's Own**, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories, verse. Rev. D. B. Rogers. 2/5c, Pub.

**Christian Youth**, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers; nature, fact, how-to-make-it articles 300 to 1000; Bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

**Classmate**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500-3500; serials 30,000-40,000; illustrated articles 1000-2500; fact items 200-1000; verse. A. D. Moore. Fillers  $\frac{1}{2}$ c up, fiction 1c up, verse \$5 to \$1, Pub.

**Dew Drops**, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 800-900; short articles, editorials 250-300; verse up to 12 lines. Good rates, Acc.

**Epworth Herald**, 740 Rush St., Chicago. (2M-10) Articles and short-stories of interest to young Methodists, high school, college ages, 1000 to 1800; serials 5000 to 10,000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About  $\frac{1}{2}$ c, verse about 15c line, Pub.

**Epworth Highroad**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 6 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt; Miss Rowena Ferguson.  $\frac{1}{2}$ c to 1c, verse 25c line, Acc.

**Forward**, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials not over 8 chapters of 3000 each; illustrated articles 700 to 1000. John T. Faris. 50c per 100 words, Acc.

**Friend**, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 2 to 8 chapters; informational, inspirational articles 100 to 800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c up to \$2, Acc.

**Front Rank**, The, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500 to 3500; serials 20,000 to 25,000; illustrated articles; poems; editorials; fillers; photos. \$3.50 per M., Acc.

**Girldom Days**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Wholesome short-stories 1800 to 2000; serials; miscellany.  $\frac{1}{2}$ c up, Acc.

**Girls' Circle**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100 to 2000; poems up to 20 lines. Frances Woolery. \$3.50 per M., Pub.

**Girls' Companion**, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000 to 2500; serials 2 to 6 chapters, 2500 each; illustrated occupation articles 150 to 1000; editorials 100 to 400. Margaret M. Stone. Good rates, Acc.

**Girl's World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials of 2500-word chapters; informative articles 200 to 800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 to \$5 per M., Acc.

**Guildsman, The**, Fisher Body Craftsman's Guild, 3044 W. Grand Blvd., Detroit, Mich. (M) Boys 12 to 19. Adventure short-stories 2500 to 3000, also 800 to 900. W. S. McLean. Rates not stated.

**Haversack, The**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys 12 to 17. Short-stories 2000 to 3500; serials 4 to 10 chapters; articles 1000 to 1500, preferably with photo illustrations; miscellany. ½c up, Acc.

**Institute Leaflet**, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. Rev. D. B. Rogers. 2/5c, Pub.

**Jewels**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Material for small children. ½c, Pub.

**Junior Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary, up to 600; short fillers, jokes, verse; news and feature photos. Mrs. Mary Pflaum Fisher. ½ to 1c, photos \$1 to \$3, Acc.

**Junior Joys**, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Miss Mabel Hanson. Indefinite rates.

**Junior Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Wholesome short-stories 1500 to 1800; serials, verse. ½c, Acc.

**Junior World**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Pub.

**Junior World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia (W-2). Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 to \$5 per M., Acc.

**Little Folks, The**, Augustana Book Concern, Rock Island, Ill. (W) Children 5 to 8. Religious short-stories up to 450; verse; photos. Mrs. Edith Cling Palm, Hector, Minn. ½c, Pub.

**Lutheran Boys and Girls**, Lutheran Pub. House, 1228 Spruce St., Philadelphia (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

**Lutheran Young Folks**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 13. Illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.

**Mickey Mouse Magazine**, Hal Horne, Inc., 551 5th Ave., New York. (M-10) Clean, ludicrous humor up to 2000 appealing to children and adults; short-stories, serials, cartoons, cartoon ideas. Good rates, Acc.

**Olive Leaf**, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious stories 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. ½ to ¾c, Pub.

**Onward**, Box 1176, Richmond, Va. (W-3) Presbyterian; young people. Character building short-stories, serials, short articles, editorials. Miss Clarabel Williams. \$3 to \$5 per M., Acc.

**Onward**, United Church Publications, 229 Queen St., W., Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material. ½c, Pub.

**Open Road for Boys**, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500; serials up to 40,000; articles 1000 to 1500. Clayton H. Ernst. ½c up, Pub.

**Our Little Folks**, United Brethren Pub. House, Dayton, O. (W) Children 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to ¾c, Acc.

**Parade of Youth**, 1727 K St., N. W., Washington, D. C. (W) News stories of worth-while activities of boys and girls, up to 300, photos, for syndicated department. J. Lacey Reynolds. ½c, Pub.

**Picture Story Paper**, Methodist Book Concern, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. Ethel L. Smith. ½ to 1c, Pub.

**Picture World**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400 to 800, verse. \$5 per M., verse 50c stanza, Acc.

**Pioneer**, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters 2500 each; illustrated articles 800 to 1000; verse. John T. Faris. \$4 per M., photos 50c up, Acc.

**Playmate**, United Church Publications, 209 Queen St., W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse. ½c, Pub.

**Portal**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Girls 12 to 18. Wholesome action short-stories 1500-3000; serials 20,000-25,000; vocational, project articles on assignment; editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Pub.

**Queen's Gardens**, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Girls 11 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters, 2500 each; illustrated travel, nature, biography, history, handiwork articles 300 to 1000; verse; editorials. John T. Faris. \$4 M., Acc.

**Scholastic**, 250 E. 43d St., New York. (W-5) Articles, essays for high-school readers. English literature, cultural subjects, historical events, social and student problems, 500-1500. Kenneth M. Gould. 1c, Pub.

**Sentinel, The**, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories; biographical, historical, scientific, discovery articles with illustrations 500 to 1000; short poems. Novella Dillard Preston. ½ to ¾c; poems \$2.50, Acc.

**Shining Light, Gospel Trumpet Co.**, 5th and Chestnut Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 500 to 1000; nature, religious verse; photos of nature, children. L. Helen Percy. \$3 per M., Pub.

**St. Nicholas**, 419 4th Ave., New York. (M-25) Boys and girls 8 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse; travel, nature articles. Chesa Sherlock; Verrie A. Coyne, associate. 1c up, verse 25c line, Acc.

**Stories**, Presbyterian Bd. of Christian Ed., 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Elizabeth S. Whitehouse. Up to ½c, verse 25c for 4 lines, Acc.

**Storyland**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000; poems up to 20 lines; handicraft articles 300 to 500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Pub.

**Storytime**, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400 to 700; articles and suggestions for playthings children can make 100 to 300; verse. Agnes Kennedy Holmes. ½c, Acc.

**Story Parade**, 70 5th Ave., New York. (M) Children 8 to 12. Juvenile miscellany. L. Parker. Rates not at hand.

**Story World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300 to 900; verse. Miles W. Smith. \$4.50 to \$5 per M., Acc.

**Sunday Companion**, The, 256 Broadway, New York. (W) Catholic juvenile fiction; current events, miscellany. M. A. Daily. Rates not stated.

**Target**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500-3000; serials of character development 20,000-30,000; articles with photos 1200-1800; editorials 300-700; verse 8 to 20 lines; fact items, fillers, 200-500. Alfred D. Moore. ½c to 1½c, verse \$2.50 up, Pub.

**Torchbearer**, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 12 to 17. Short-stories 2500 to 3500; serials 2 to 10 chapters; articles 1000 to 2000; editorials 500 to 700; verse. Rowena Ferguson. ½c, Acc.

**Two to Teens**, 305 Lyceum Bldg., Pittsburgh, Pa. (Q) Juvenile short-stories 1000 to 1500, serials 5000, verse 36 lines. Mary S. Powell. ½c, poems 10c line, Pub.

**Watchword**, The, 240 W. 5th St., Dayton, O. (W) United Brethren denomination. Short-stories 1500 to 3000; serials for young people; miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

**Wee Wisdom**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. (Overstocked.)

**What To Do**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 2-6 chapters 2500 each; short informational articles 300; inspirational verse; editorials 100. Good rate, Acc.

**Young America**, Eton Pub. Corp., 32 E. 57th St., New York. (W-10) Adventure short-stories 1000, serials 20,000, educational articles 1000. Louis A. Langreicht. Payment by arrangement.

**Young Canada**, Presbyterian Pubs., 73 Simcoe St., Toronto, Canada. (W) Teen-age boys' and girls' material. Rates not stated.

**Young Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pflaum Fisher. ½ to 1c, Acc.

**Young Crusader**, The, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katherine P. Crane. ½c, Acc. Verse, no payment.

**Young Israel**, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200-2000; verse. Elsa Weihl. Under 1c, verse \$3 to \$5, Acc.

**Young People, The**, Augustana Book Concern, Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates, payment quarterly.

**Young People's Friend**, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000 to 2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. L. Helen Percy. \$3 per M., Pub.

**Young People's Paper**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200 to 800. \$4 to \$5 per M., Acc.

**Young People's Weekly**, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 18 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; editorials 100-400. Good rates, Acc.

**Young Soldier and Crusader**, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories, verse. Rev. D. B. Rogers. 2/5c, Pub.

**Youth's Comrade**, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. Indefinite rates, Acc.

**Youth's World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, teen ages. Short-stories 1000-2500; serials 4 to 8 chapters 2500 each; articles 500 to 900; character-building editorials up to 500; handicraft; fact items; photos. Miles W. Smith. \$4.50 per M., Acc.

# THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

*Ranch Romances*, 578 Madison Ave., New York, from now on intends to place special emphasis on quality in choosing stories, writes Fanny Ellsworth, editor. She explains: "Authors as well as editors are obviously interested in building circulation, as larger circulation means better rates. The way to go about this seems to be to give the readers better stories for their money. That does not imply that *Ranch Romances* is going highbrow. It simply means that the stories that will have the best chance of eliciting checks from us will be those of which the plots are logical and well developed, and in which the characters are not mere puppets, but seemingly real people in whose fate the reader will become genuinely interested. To new writers or writers for whom *Ranch Romances* is a new market, we suggest that they send us only short-stories of five or six thousand words. We are perennially so stocked up with longer material that it is difficult for a new writer to break in with those lengths." Rates paid by this Warner Publication are 1 cent a word, on acceptance.

Columbia Pictures Corporation, 729 7th Ave., New York, announces that William C. Lengel, for the past two and a half years associate editor of *Liberty*, has been engaged to head its Eastern Story Department. Mr. Lengel will be assisted by Miss Carrington North, who will serve as fiction editor. The announcement, from Jack Cohn, vice president, states: "Columbia is definitely in the market for good story material, and I am sure that Mr. Lengel will give your submissions prompt and efficient coverage."

*Movie Classic* and *Screen Book* editorial offices have been moved from 1501 Broadway, New York, to the Hollywood offices of the Fawcett Publications, 7046 Hollywood Blvd. Carl Schroeder will continue as editor of *Screen Book* and Eric Ergenbright becomes editor of *Movie Classic*; these books, with *Screen Play* and *Hollywood*, being under the managing editorship of Jack Smalley in the Hollywood offices. Laurence Reid remains in New York as managing editor of *Motion Picture* and hereafter he will deal directly with his writers instead of contacting them through a western representative. Ralph Daigh, editor of *Romantic Movie Stories*, remains in the New York office. Douglas Lurton, supervising editor of all Fawcett magazines, has his headquarters at the main offices in Greenwich, Conn., occasionally being in his office at 1501 Broadway, New York, and keeps in touch with the Hollywood office by teletype.

*Rhythm*, 925 Broadway, New York, is announced as a new monthly magazine of poetry edited by Alice Langley. "While the work of established authors will be used, there will be plenty of room for the unestablished poet and the newcomer, and for all who have something worth while to say and say it well. In the beginning, payment will be made on publication at 20 cents a line; it is hoped that better rates will be possible later. Prizes will be paid at the end of the year for work used which has been outstanding."

Independent Feature Service, 806 Park Central Bldg., Los Angeles, writes: "We will consider features, cartoons, short short-stories, and other material suitable for newspaper syndication. All material will be paid for on a royalty basis." Ray Garon, president, signs this notice.

*Smashing Novels Magazine*, 100 Hudson St., New York, is announced by Chesterfield Publications, associated with Winford Publications. Louis H. Silberleit, president of the latter, writes: "This publication will use novels in the Western, adventure, and detective fields, in lengths of from 20,000 to 30,000 words. It will be edited by Cliff Campbell. Payment will be made immediately upon acceptance; rates by arrangement."

Random House, and Harrison Smith and Robert Haas, New York publishing houses, have merged under the corporate name of Random House, Inc., at 20 E. 57th St., New York. The officers will be Bennett Cerf, president; Robert Haas, vice-president; Donald Klopfer, treasurer, and Harrison Smith, secretary. The full editorial staffs of both firms will be retained. The Modern Library, a subsidiary of Random House, is included in the merger. "While the combined resources of the two houses will permit of almost unlimited expansion," according to the announcement of the merger, "the policies of the two firms have been in the direction of quality instead of quantity, and the expectation is that the new firm will publish even fewer titles per year than the total formerly issued by the separate enterprises."

*New Story Western*, 205 E. 42nd St., New York, is a new member of the Popular Publications group. It uses short-stories of 2000 to 5000 words, novlettes of 10,000, and novels of 18,000 words; some girl interest being permitted, as in its companion magazine, *Dime Western*. Rates are 1 cent a word up, on acceptance.

*Modern Mechanix and Inventions*, 22 W. Putnam Ave., Greenwich, Conn., wants to build up a staff of reliable correspondents located at strategic spots. William J. Kostka, editor, writes: "Most of our material comes from free-lance contributors, but we need men or women whom we can call upon for specific assignments, and who will be on the lookout for suitable material for this magazine. We particularly want to hear from newspapermen who are also free-lancing, established magazine contributors, students in every university, and the ambitious new writer who can write good copy and handle a camera or knows how to obtain good pictures. We have sufficient supply of average features. Right now we are in the market for exceptionally good feature articles which will command higher rates than are paid for the usual type of material. Queries from writers are welcomed. Writers who have been inconvenienced recently by delayed reports on manuscripts will find that we are back on schedule. Reports on manuscripts are now being handled within ten days."

*Saucy Movie Tales*, Room 501, 1451 Broadway, New York, "buys stories with a motion-picture or theatrical angle tied up with romance, mystery, love, adventure, or pseudo-scientific stuff," writes Philip S. White, president and treasurer. "Should have plenty of 'color' of Hollywood, other than just the words 'action,' 'camera,' and 'cut.' At present that's the limited vocabulary of writers, plus a vague reference to Klieg lights. It's not enough atmosphere for this magazine. The woman angle and sex should be in it; breezy and spicy, but never dirty or filthy. We pay 1/2 cent a word on publication, or within a month thereafter, and we really pay."

The West Side Players, a New York Little Theatre group affiliated with the Y.M.C.A., will consider original three-act plays, the best to be presented as the fourth production of the season. The announcement states: "Payment will be given at the usual rate for older Broadway successes. All rights remain with the author. All we ask is that a self-addressed, sufficiently stamped envelope accompany each script submitted. Write about people and places you know. We don't want Graustarkian romances, or plays with many changes of scene. One interior is most acceptable. A cast with a limited number of characters, possibly eight or ten, will also find favor with us. And we'd prefer folk drama to high society doings. Closing date is May 1st. We can promise the manuscript selected a competent production with talented actors. The West Side Players has been in existence seven years, and ranked high in the last Little Theatre tournament given in New York. Besides the search for a three-act play we are always glad to consider one-act plays and fifteen-minute radio scripts, for which, however, we are not able to pay at present. The prestige and experience acquired in getting one's work before the public is very helpful to a writer. West Side Players broadcasts weekly as an experimental Little Theatre of the Air. Address all manuscripts to Margaret Johnston, chairman of play-reading Committee, West Side Players, 5 W. 63rd Street, New York."

*Pete Rice Magazine, Shadow, Nick Carter Detective Magazine, and Doc Savage, 79 7th Ave., New York, Street & Smith magazines edited by John L. Nanovic, are especially in the market for short-stories not over 3000 words, within their respective fields. Payment is at good rates, on acceptance.*

*Love Story Magazine and Ainslee's, 79 7th Ave., New York, under the editorship of Miss Daisy Bacon, are not now in the market for serials, being stocked up for several months. Both magazines are open for suitable love short-stories. Good rates, on acceptance.*

*All Aces, 205 E. 42nd St., New York, is a new flying member of the Popular Publications family of fiction magazines.*

*The American Trapper, Box 663, Charleston, W. Va., will be launched in the near future by The Educational Guide of America, according to a letter from Charley West, editor, who writes: "We will pay \$5 each for the six best letters accepted each month on, 'The animal I best like to trap, and how I catch it.' Letters must be written by trappers, or those who know trapping well enough to write about it. The magazine is in need of stories, articles, fillers, and poems concerning trapping. Payment will be made according to the merit of the material accepted."*

Contributors report that payment for material by Ranger Publications, (*Black Book Detective Magazine and Masked Rider Western*) 220 W. 42nd St., New York, is made on publication rather than on acceptance. The practice seems to be to publish a story without the formality of notifying the author of its acceptance. Checks at about  $\frac{1}{2}$  cent a word are mailed some time after its appearance on the newsstands.

Joe Sparkston, 41½ St. Joseph St., Quebec, Canada, writes: "I am open for all types of material suitable for radio presentation. Not interested in amateur work. Please ask your readers to send letter stating qualifications, together with a sample of work. Payment will be made immediately upon acceptance, varying as to type of material."

Thomasson's Feature Service, Minneapolis, Minn., which syndicates columns, paragraphs, verse and stamp lore, reports that it obtains some material from freelance sources, paying at "regular" rates or by a 15 per cent royalty.

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Jane Hardy was formerly on the editorial staff of Macmillan Company. She is highly recommended by Harold S. Latham, Ida Tarbell, Henry Goddard Leach, Hamlin Garland, and others.

Send for circular, and for letters of recommendation from George Horace Lorimer, H. L. Mencken, John Farrar, William C. Lengel, H. E. Maule, William Allen White, Marie M. Meloney, H. C. Paxton, Fulton Oursler, Thayer Hobson, Marjory Stoneman Douglas and others.

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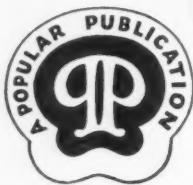
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*New Saucy Stories*, Room 501, 1451 Broadway, New York, will soon be off the press, writes Philip S. White, president and treasurer of Movie Digest, Inc. "This will be entered in the mails as second-class matter. Can be peppy and breezy, but always clean and wholesome. Love, romance, adventure, excitement, and stories with an odd climax. No morbid or horror stuff desired. Stories on 'love in the moon,' or 'conquering Mars'—pseudo-scientific stuff with an astronomical angle—will be welcomed. We pay from  $\frac{1}{2}$  to  $\frac{3}{4}$  cent a word for good stories, no more and no less, and payment is made either on publication or within a month after—without fail."

*International Features*, 4333 Castello Ave., Chicago, writes: "We are in immediate need of Western, love, and mystery serials. These should be between 60,000 and 90,000 words in length. Nothing sexy or morbid is wanted. We can also use love and mystery novelettes, 18,000 to 25,000 words long. Only first-run stories will be used. Material will be purchased outright or syndicated on a royalty basis, according to arrangement with the author." Walter L. Dennis, managing editor, signs this statement. Otis Adelbert Kline is editorial director.

*Overland Trails*, Monadnock Bldg., San Francisco, is in the market for good Western fiction, 5000 to 10,000 words; sea stories of the Pacific, same lengths; stories of state travel of historic and geological interests of the Western group, 3000 words, and episodes of glamorous characters of the old days in the eleven Western states, 1200 to 2500 words. Emerson Lewis, managing editor, writes: "We report within thirty days and pay  $\frac{1}{4}$  cent per word on publication."

*Sports Illustrated*, 432 Fourth Ave., New York, which succeeded *Golf Illustrated*, has absorbed *The American Golfer*, a Conde Nast publication previously issued at Lexington and 43d St., and edited by Grantland Rice. The title of the combined magazine is now *Sports Illustrated and The American Golfer*, and Ronald Kirkbride is editor. "Fast-action articles on any and all sports are desired; very little fiction is used." The length limit is 1400 words. Fillers, news items, photos, cartoons, are considered. Payment is at indefinite rates, on publication.

*Aperitif*, P. O. Box 354, Santa Barbara, Calif., announces that it has just passed its first year of publication and offers a paying market for its type of material. "Three or four stories a month of about 2000 words each are used," writes Stanton Delaplane, managing editor. "We are especially interested in getting articles of West-coast interest, with photographs—articles to be about the same length as short-stories." Rates paid were previously reported as from  $\frac{1}{2}$  to 1 cent a word on acceptance.

*Progressive Farmer*, 1702 Fourth Ave., Birmingham, Ala., offers a market for short-stories from 3000 to 4000 words in length, but is overstocked for several numbers, writes Eugene Butler, editor. Preference is for stories of Southern life, both present-day and antebellum. The magazine maintains an office at 1104 Insurance Bldg., Dallas, Tex., through which short-stories are handled. Payment is made at 2 cents a word, on acceptance.

The affairs of *Prison Life Stories*, formerly at 120 W. 42nd St., New York, which has passed out of the picture, are in charge of Louis C. Foreman, 26 Court St., Brooklyn, N. Y. Authors should write to him for return of their manuscripts or settlements due them.

*Easy Money*, 480 Lexington Ave., New York, is a new publication issued by Spartan Publishing Co. (Our January announcement recorded the buying of material for this magazine by Trojan Publications.) *Easy Money* is edited by Terry Donoghue, and is devoted to exposures of rackets, swindles, money-making schemes, etc., illustrated and written in sensational style. Rates of payment are not stated.

*Improvement Era*, 50 N. Maine St., Salt Lake City, is now under the managing editorship of Richard L. Evans. No changes in policy have been announced, but stories "accepted" under the former regime have in several cases been returned to their authors by the new editor.

*Major Bowes' Amateur Magazine*, 220 W. 42nd St., New York, has made its appearance. It is devoted to radio activities of Major Bowes and amateurs appearing on his programs, to stories of radio and screen celebrities, and meteoric attainment of success. Rates and methods of payment not at hand.

*Fact Digest*, Emaus, Pa., is stocked up for a year ahead and is not interested in receiving contributions, writes Herman Gund, assistant editor. *American Humorist*, a companion publication, is still in the market for a very limited number of light short-stories, humorous sketches, and drawings, paying low rates on publication.

It is reported that J. Thomas Wood, former publisher of *Underworld*, expects to launch one or more new magazines this spring, possibly along pseudoscientific and mystery lines. He may be reached for inquiries in care of Phelps Publishing Co., 551 Fifth Ave., New York.

*This Month*, Santa Fe Bldg., Dallas, Tex., informed a contributor recently: "We are out of the market until August 1st." It now announces rates of  $\frac{1}{2}$  to 2 cents a word, on publication, for any type of material that carries wide popular appeal.

*Christendom*, published by Willett, Clark and Company, 440 S. Dearborn Street, Chicago, is a new quarterly review edited by Charles Clayton Morrison. It publishes articles on religion, fiction, verse, and book reviews. In answer to an inquiry as to rates of payment the editor merely stated that he would be glad to consider all manuscripts sent to him.

Coward-McCann, Inc., has moved from 55 Fifth Ave. to 2 W. 45th St., New York, the address of G. P. Putnam's Sons. The two firms have cooperative manufacturing and distributing departments.

*Timely Teacher Topics*, Suite 18, Hahler Bldg., North Platte, Nebr., is a small magazine edited by Mrs. J. L. Osmet, which offers a limited market for short-stories not over 1200 words in length. "These need not be plotted around the teaching profession. Articles also will be considered, but these must deal with some phase of the teaching profession or child psychology. Verse is wanted. Payment is at  $\frac{1}{2}$  cent a word on publication; verse, 5 cents a line."

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Mechanics and Handicraft, 22 W. 49th St., New York, of the Standard Publishing Co. group, is now published monthly. It offers a market for construction, how-to-make-it, experimental hobbies and like material. Payment is at  $\frac{3}{4}$  cent a word, on acceptance for features, on publication for shorts. Joseph H. Kraus is editor.

Southern States Sportsman, 710 Empire Bldg., Knoxville, Tenn., is returning all manuscripts in its files, and Harry E. Fitzgerald, editor, informs contributors that expected financial backing for the venture failed to materialize.

Klaude Kendall and Willoughy Sharp, book publishers, have moved from 70 Fifth Ave. to 381 Fourth Ave., New York.

Greenberg, Publisher, has moved from 449 Fourth Ave. to 67 W. 44th St., New York.

Pax, a Catholic family magazine, has moved from 960 Madison Ave. to 181 E. 93d St., New York.

Parade, Architects Building, Philadelphia, is a new magazine using short-stories, articles, and humor. The editors write: "We are paying approximately 2 to 3 cents a word on acceptance. Our magazine is somewhat like *Vanity Fair* and we are accepting the type of manuscripts they have published."

The Press of the Pioneers, Inc., has changed its firm name to Rufas Rockwell Wilson, Inc. The address of this publishing firm is 11 W. 42nd St., New York.

The Vanguard Press has moved from 100 Fifth Ave. to 424 Madison Ave., New York.

The Cherrylander, Traverse City, Mich., is reported to fail to return manuscripts or reply to letters of inquiry.

### Discontinued—Suspended

Airwoman, New York.

Boys' Magazine, New York.

Column Review, New York (Mail unclaimed.)

### GREETING CARD DEPARTMENT

BY DORIS WILDER

"We are considering good two and four-line material for Easter, Mother's Day, Father's Day, Graduation, Birthday and Every Day," writes C. R. Swan, editor of the Quality Art Novelty Co., Eveready Bldg., Thompson Ave. and Manley St., Long Island City, N. J. "Greetings to be of as general a nature as possible, sensible and understandable at first reading. No praise, no reference to old times or past occurrences. Waste no postage on commonplace material. Rates commensurate with value of material."

At last information, Fred P. Luetters, editor of Metropolitan Lith. & Pub. Co., 167 Bow St., Everett, Mass., was reviewing sentiments for Easter, Valentine's Day, Graduation, Father's Day, Mother's Day, Birthday, Wedding and Bon Voyage (Travel). This company wants "humorous ideas at all times." 50 cents a line.

Valentines and greetings for Easter have been claiming the attention of Paramount Line, Inc., 109 Summer St., Providence, R. I. Four, six and eight-line sentiments of the conversational rather than of the poetic or flowery type are wanted. This is a good market for clever comics and for juveniles. Theodore Markoff and Madeline Sessions editors. Standard rates.

"We're going to be specially interested in Everyday material now," advises Mary E. Johnson, editor of Hall Bros., Inc., Grand Ave. & Walnut St., at 26th, Kansas City, Mo. The "Everyday" message is the one to be sent on any date of the year for some special occasion in the life of the recipient. "Everydays" wish happiness to those who have birthdays; congratulate the newly-weds and those who are celebrating an anniversary; announce births and extend felicitations to proud parents; accompany gifts and say thank you for them; sympathize with those who are bereaved or in other trouble; congratulate those who are being inducted into offices or have received other honors; wish quick recovery for those who are ill; carry cheer to shut-ins; convey invitations to showers and other parties; say "Good-bye and Good Luck" to travellers; express friendly feelings at the prompting of a warm impulse, and urge the recipient to "Please Write." They may be serious or funny; formal or casual. The sentiments may be addressed to members of the family and other relatives, to sweethearts and close friends, or to acquaintances. Hall Bros. requires a high standard of quality. Payment is at 50 cents a line.

Back in the market as of March 1 should be the Rose Company, 24th and Bainbridge Sts., Philadelphia. Seasonal and Everyday. 50 cents a line.

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### PRIZE CONTESTS

For the fifth year The Bond Club of New York is offering prizes for material used in *The Bawd Street Journal*, annual burlesque edition of *The Wall Street Journal*, published by the club. A total of \$1000 will be awarded for news, advertisements, Inquiring Investor items, editorials and other contributions. Thirty-five prizes ranging from \$20 to \$50 each will be given. New contributors are welcomed. In 1935, ten of those who won prizes had not previously contributed. *The Bawd Street Journal* does not want jokes, poetry, or fiction and does not pay for any material. The prizes are the only compensation. Those who wish to contribute this year should send to the editor, John A. Straley, at Lord, Abbott & Co., Inc., 63 Wall Street, New York City, for a copy of the instruction leaflet which has been prepared. This shows the types of copy wanted and gives examples of past prize-winning material.

*Railroad Stories*, 280 Broadway, New York, offers a \$25 prize for the best title to a picture on its April front cover (out March 1). Each contestant is limited to one title. Deadline: April 15, 1936. Award will be based on cleverness and originality. The judges will be Freeman H. Hubbard, editor, G. H. Burck, associate editor, and C. H. Tate, art director.

The National Life Conservation Society announces a poetry contest in commemoration of the fiftieth anniversary of the Statue of Liberty. All poems must relate to the Statue of Liberty and its significance. They must not exceed twenty-four lines. A fictitious name should be signed to each poem, with correct name and address in a sealed envelope. The contest is being announced also in France, but poems must be in English. A first prize of \$50, second of \$20, and third of \$10 will be awarded. Submit poems before September 18, 1936, to Mrs. Charles Cyrus Marshall, president of the society, 2239 Tiebout Ave., New York.

Dodd, Mead & Co., 449 Fourth Ave., New York, and *The Forum*, announce a \$2000 Red-Badge prize contest for the best mystery-detective novel by an American or Canadian author who has not previously had a mystery published by Dodd, Mead & Co. The closing date is August 1, 1936. (This apparently is a different contest than the \$1000 Red-Badge mystery-detective novel contest announced by Dodd, Mead & Co. in 1935, and closing June 15, 1936.)

The American Magazine, 250 Park Ave., New York, offers prizes of \$25, \$15, and \$10 for most interesting and vivid letters on the subject, "I Can't Explain it, But—" describing strange occurrences actually experienced by or personally known to the writers. Address Mystery, *The American Magazine*. No letters considered after March 15.

The New Theatre League, P. O. Box 300, New York, announces a play contest closing March 15 for best plays dealing with the condition of the white-collar, professional, and other workers under the relief system. As a registration fee of 25 cents is required with plays, *THE AUTHOR & JOURNALIST* does not publish details of this contest, but they may be secured from headquarters by those interested.

Joseph Joel Keith, 1775 N. Orange, Hollywood, Calif., is conducting a voting contest to determine the best ten poetry publications. The list of ten which most nearly coincides with the final tabulation of votes (first on each list being credited 10 points, next 9, etc.) will win for its author a prize of \$10; the runner-up, \$1. Closing date, April 1, 1936.

Crisco announces a "Vic and Sade Contest." 535 prizes, from \$5000 down to \$5, will be awarded for best conclusions to the following sentence: "I use Crisco and only Crisco for cakes and pies and fried foods because—" Sentence-endings limited to 25 words. Enclose with outside wrapper from a can of Crisco before midnight, March 15, 1936, to Vic and Sade Contest, Dept. XS-16, Box 1801, Cincinnati.

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The American Humane Education Society, Boston, in connection with the coming Be Kind to Animals Week, announces that prizes will be awarded for the three best plays for children on the subject of kindness to animals. First prize is \$25, second, \$15, and the third, \$10. Plays must be adapted for presentation by pupils of grammar schools, so must be simple in theme, treatment, and stage and costume requirements. The word limits are not less than 1500 and not more than 2000, counting all stage directions and explanations. The number of speaking characters must be not less than 5 nor more than 12. MSS. must be typewritten, on one side of page, with full name and address at top of first page of text. Do not include extra sheets of paper or any notes or explanations except those incorporated in text of play. Manuscripts must be received by the Editor, 180 Longwood Ave., Boston, Mass., not later than April 30, 1936. The prize-winning plays will be published in leaflet form and sold at cost to humane societies and schools. Sample plays now published by the society will be mailed on request. Address the Secretary, 180 Longwood Ave., Boston.

Doubleday, Doran & Co., Garden City, N. Y., announce the establishment of the Theodore Roosevelt Memorial Award. A prize of \$2000 will be awarded annually for the best book manuscript on any political, economic, or social phase of contemporary American life or of America's foreign relations, by an author whose work has not yet been published in book form. Manuscripts must be typewritten, not less than 65,000 words in length, and must reach the judges not later than January 6, 1937, the anniversary of Theodore Roosevelt's death. Address the Theodore Roosevelt Memorial Award Committee, Garden City, L. I., N. Y. In addition to the award, usual book royalties will be paid. The judges reserve the right to withhold the award if no entry worthy of it is received. The board of judges includes Dean Roscoe Pound of the Harvard Law School; Dr. Harold Willis Dodds, president of Princeton University; Dr. Harold Glenn Moulton, president of the Brookings Institution; Dr. Henry Seidel Canby, editor of *The Saturday Review of Literature*, and Colonel Theodore Roosevelt, member of the firm of Doubleday, Doran & Co.

Eastman Kodak Company, Rochester, N. Y., offers a \$250 grand award and three series of monthly prizes ranging from \$100 to \$2, for pictures made at night since January 1, 1936. Contest open to amateurs in United States and Canada, except those engaged in manufacture or sale of photo supplies. Two closing dates still open are March 15 and April 15. Print must bear on the back, name, address, make of camera, kind of film, and lights. No prints returned. Address Prize Contest Office.

*The Neo Christian*, 23 W. 87th St., New York, announces a contest in which a prize of \$50 will be awarded for the best essay on the subject, "Does Youth Need Religion?" Essays should be between 1500 and 2000 words in length, and may be submitted up to April 15, 1936. The announcement states, "Your religious faith has no influence on the decision." *The Neo Christian* is a monthly, "dedicated to the churchless truth." Gregory Gortikov is editor.

The Alviene School of the Theatre announces a playwrights' contest. "The winning drama will be produced by the school's summer stock company at Woodstock, N. Y., while the best musical play will be presented by its summer stock company at Flushing, N. Y." Closing date is not stated.

*Redbook*, 230 Park Ave., New York, offers \$1000 for the best letter concerning "Pattern for Three" by Mary Hastings Bradley, appearing in the March issue. Closing date, March 10.

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## "My Check For \$540 Is Enclosed . . ."

Frank Bunce of Green Forest, Ark., read the above words in my letter of February 6th, 1936, enclosing remittance for his latest short story sale for \$600.00. This new writer started working with me last September. Up to February 6th, 1936, I sold six of his short stories to the four first-class magazines at the right, for a total of \$2,650.00; also sold a seventh to a "pulp" for an additional \$150.00. Three of these "slicks" were stories Mr. Bunce had unsuccessfully tried and given up before starting with me; two more were completely rewritten in line with my criticisms and revision suggestions; the "pulp" sale resulted from an advance order I secured.

Here's what Mr. Bunce says in part in acknowledging my letter of February 6th:

"I wouldn't be human if I didn't express my appreciation for the three-figure checks from the better slicks which have come my way since I joined your clientele. On some of these yarns you've been more than a sales agent or critic—you've been practically a collaborator! Your suggestions for plot development, particularly, have put many a limp one over the hump."



**This New Writer Sold Six Stories to These  
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**IF YOU'RE A BEGINNER** there is a nominal charge for my help and advice with your writing and selling of manuscripts to 2000 words and 75¢ per thousand if longer. Books: 25-40,000 words, \$15.00; 41-60,000 words, \$20.00; 61-80,000 words, \$22.50; 81-100,000 words, \$25.00. Commissions: 10% on American, 15% on foreign sales.

**IF YOU'RE A PROFESSIONAL** or a writer who occasionally sells occasionally, I'll handle your work on straight commission if you've sold \$1,000. worth of fiction within the last year; if you've sold \$500.00 worth in last year, you're entitled to 50% reduction above reading fee rates.

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*Cross-Words and Prize Contest News Monthly*, 621 W. 43d St., New York, offers various prize contests, including a "Work-Your-Own Contest," in which a \$10 prize is paid for best puzzle worked out according to a published pattern.

*The Miami Tribune*, Miami, Fla., has an amateur page in which varying prizes are paid for news stories, feature columns, cartoons, comic strips, editorials, and poems, from amateur writers. Address Amateur Editor.

### LEADING PRIZE CONTESTS STILL OPEN

(Dates in parentheses indicate issues of The Author & Journalist in which more complete details were given.)

**American Magazine**, 250 Park Ave., New York. Monthly prizes, \$25 down, for letters on stated topics.

**American Photography**, 428 Newbury St., Boston. Annual photograph contest, twelve \$25 prizes. Closes June 1. (March, 1935.)

**Ballyhoo**, 149 Madison Ave., New York. \$50 to \$5 for Amateur Page humor contributions. Monthly. (Jan., 1936.)

**Bross Foundation**, Lake Forest College, Chicago. \$15,000 for manuscript on relation between any branch of knowledge and Christian religion. Closes January 1, 1940. (Jan., 1936.)

**Dodd, Mead & Co.**, 449 Fourth Ave., New York. \$1000 "Red Badge" mystery novel competition. Closing date, June 15, 1936. (Nov., 1935.)

**Farrar & Rinehart**, All-Nations \$20,000 prize novel contest. (Address Eric S. Parker & Adrienne Morrison, Inc., 9 E. 46th St., New York.) Closing date, April 30, 1936. (July, 1935.)

**Happy Days and Bobbs Merrill Pub. Co.**, Washington News Bldg., Washington, D. C. \$500 royalty guarantee for C.C.C. book. Closes April 1, 1936. (Dec., 1936.)

**Houghton Mifflin Co.**, 2 Park St., Boston. Two fellowships for 1936, \$1000 and royalties. Closing date, April 1, 1936. (Feb., 1936.)

**Interlude**, 942 Howard St., San Francisco. \$50 to \$10 for stories, poems, cartoons. Monthly. (Feb., 1936.)

**Jewish Publication Society of America**, Broad and Spring Garden Sts., Philadelphia. \$2500 Edwin Wolf award for novel of Jewish interest. Closes April 15, 1936. (Dec., 1936.)

**Liberty**, 122 E. 42nd St., New York. \$25, \$10, \$5 prizes, Amateur Page humor contributions. Monthly. (Jan., 1936.)

**Little Brown & Co.**, 34 Beacon St., Boston. \$5000 for best American non-fiction work. Closing date, October 1, 1936. (April, 1935.)

**Macfadden Publications**, P. O. Box 490, New York. \$2500 to \$250 for best true stories, 2500 to 50,000 words. Closes March 31, 1936. (Feb., 1936.)

**Real America**, 666 Lake Shore Drive, Chicago. \$50, \$10, \$5, and \$1 for final chapter to a current serial. (Feb., 1936.)

**Southern Review**, Louisiana State University, Baton Rouge, La. \$250 plus publication rates, for best poem or group of poems. Closes May 15, 1936. (Jan., 1936.)

**Story**, 432 Fourth Ave., New York. Third annual undergraduate short-story contest. Closes April 1, 1936. (Jan., 1936.)

### TRADE JOURNAL DEPARTMENT

EDITED BY JOHN T. BARTLETT

*Motor Freight*, formerly at 431 S. Dearborn St., Chicago, has been purchased by James T. Igoe Publishers, Inc., 600 W. Van Buren St., who will issue it as *Motor Freight and Commercial Transportation*. Kenfield-Davis Co., former publishers, will continue to publish *Mass Transportation*.

J. H. Moore, president of the Robbins Publishing Co., Inc., 9 E. 38th St., New York, announces the purchase of *Natural Gas*, a monthly magazine covering the natural gas industry. It will be merged with *Gas-Age Record*, and the combined magazine will be issued weekly, starting March 14. Floyd W. Parsons, editorial director of *Gas Age Record*, will continue in the same capacity for the combined magazine.

*Health Foods Retailing*, Box 50, San Francisco, Helen T. Cordell, editor, wants articles that tell other health-foods dealers how they can increase their sales by following some idea used by dealers in various parts of the country. Ask yourself: "Is this really a money-making idea? Can it be used to advantage by others? Is there a personality in it? Can I take or secure photos? Is it quickly told—in not more than 1500 words?" Rate announced is  $\frac{3}{4}$  cents per word or 1 cent per word if article is illustrated with pertinent photos, for which \$1 each will be paid, on publication. For sales promotion ideas of approximately 100 words, \$2 each will be paid.

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*Telegraph Delivery Spirit*, H. W. Hellman Bldg., Los Angeles, has lowered its regular rate of payment from 1 cent a word to  $\frac{1}{2}$  cent. Only articles on florists who are members of Telegraph Delivery Service are purchased by J. M. Aubery, editor.

*Fordata, Inc.*, 732 Federal St., Chicago, reports, in answer to a questionnaire concerning editorial requirements, "Sorry—but nothing now." This statement was signed by W. Dietz.

*Druggists Circular*, 12 Gold St., New York, continues to receive articles on drug-store merchandising. Robert W. Rodman, who sometime ago succeeded G. K. Hanchett, as managing editor, writes: "*Druggists Circular* is a strictly ethical drug journal and as such we are chiefly interested in purchasing articles pertaining to purely professional pharmacies which devote most of their time to prescription compounding, advancement in research, etc."

*Seed World*, formerly at 325 W. Huron St., Chicago, has moved to 223 W. Jackson Blvd. Regular correspondents largely take care of all editorial requirements. W. L. Oswald is editor.

*Automotive Retailer*, 30 E. 20th St., New York, is a new monthly publication for volume buyers of parts and accessories. John E. Atkinson is publisher and Herbert F. Ohmeis, business manager.

*The State Farmer*, Hatcher, N. C., is a roto section circulated by some 230 newspapers in North and South Carolina, Virginia, West Virginia, Maryland, Delaware, Kentucky, and Tennessee. Collis L. Jordan, staff editor, writes: "We are interested in agricultural photographs made in these states. It is necessary that the prints be black and glossy, with all details visible. Our rate for such photographs depends much on the play which we give them and on their quality." The publication also uses articles within the same field. Mr. Jordan states: "Our special rate for articles (no fiction or poetry) runs 30 cents per inch." (This is about 50 words.)

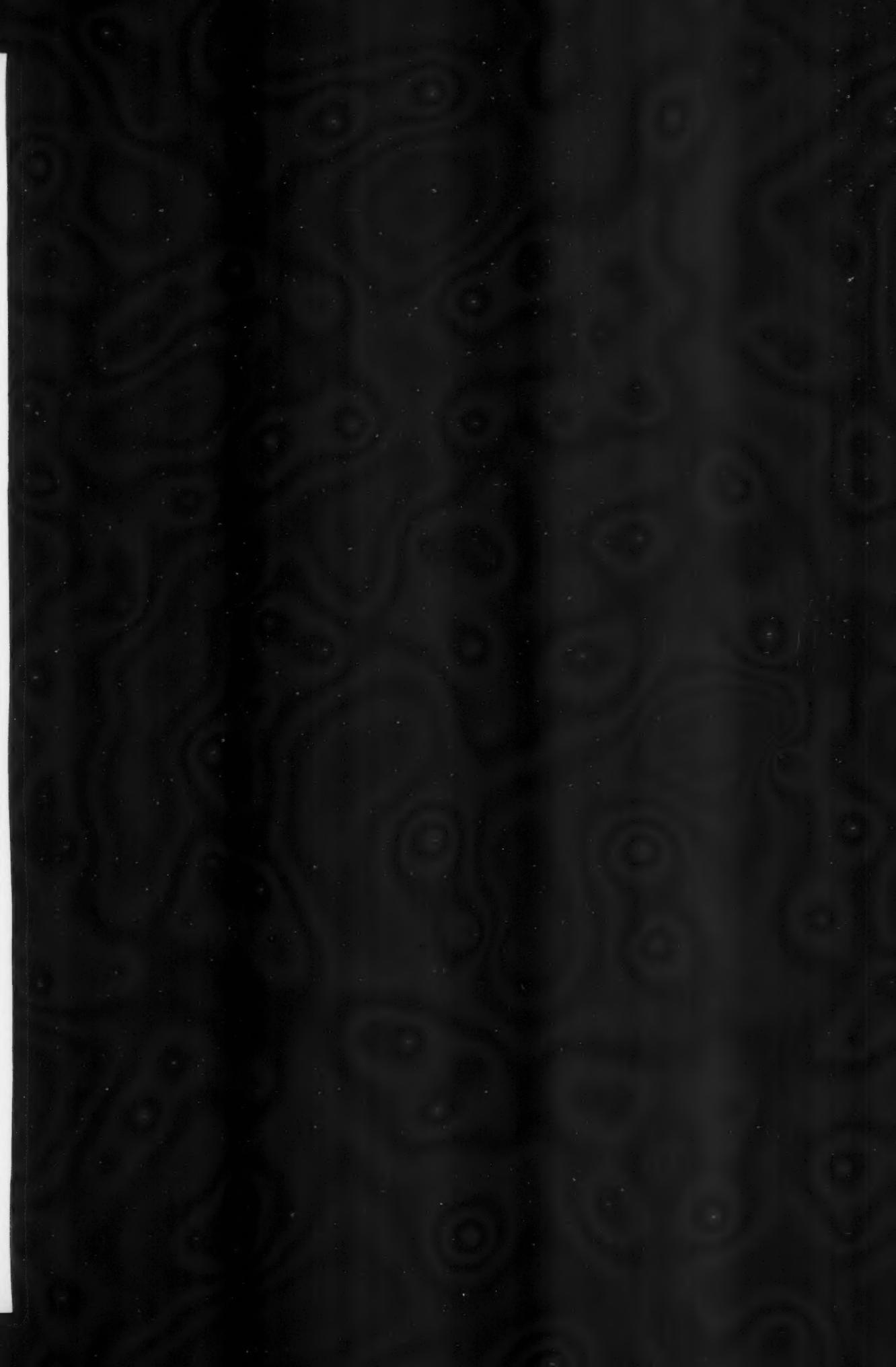
Robbins Publishing Co., 9 E. 38th St., New York, has purchased *Natural Gas* from H. J. Hoover, Cincinnati, and will merge it with *Gas Age Record*. The consolidated publication will be issued weekly, beginning with the issue of March 14.

David Steenbergh, of *The Feed Bag*, Milwaukee, and Harvey E. Yantis, of *Feedstuff*, Minneapolis, inform *THE AUTHOR & JOURNALIST* that Kenneth Stalcup, Anderson, Ind., has sold *Feedstuff* as original two articles by other writers published in *The Feed Bag*. Mr. Steenbergh reports an article bought from Mr. Stalcup, purporting to be an interview, the dealer mentioned in which an advertiser could not locate in the named town. These editors believe that other business editors should be warned against Mr. Stalcup, and *THE AUTHOR & JOURNALIST* concurs.

*Mail Order Journal*, 608 S. Dearborn St., Chicago, reiterates its need for stories on unusual, or unusually good mail order promotions. B. G. Davis, editor, states: "We want facts and figures on the mailings, returns, sales, etc. The article must be factual rather than theoretical. We require illustrations of the principals, advertising and mailing pieces involved. The article should very rarely run over 750 words and we would prefer that it be kept under 500. Rate of payment is 1 cent a word, and \$3 extra for illustrations not obtained gratis from the business house discussed."

*Toilet Requisites* is newly located at 101 W. 31st St., New York. Its editorial trend is definitely away from merchandising articles, toward articles dealing with the basic perfume and toiletry industry. S. G. Swift, editor, says: "I do not believe we shall be using much of anything of the kind we have in the past, as the magazine from now on will partake more of the nature of *National Geographic*."

*Pacific Dairy Review*, 500 Sansome St., San Francisco, has all the news articles it can handle, according to W. H. Moebus.





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**TEACHER AND CRITIC:** For seventeen years instructor of beginning writers who have sold to everything from *Harper's* down. My students have recently sold to *Liberty*, *Harper's Bazaar*, and *Scribner's*, and a novel to *The Book of the Month Club*. Now a member of the faculty of New York University teaching professional writers.

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### ED BODIN'S CORNER

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Whether you are registered with Bodin as a professional, semi-professional or new writer, he will insist on the 3 to 5 rating. During the first six weeks under this new standard, Bodin's sales have jumped. His sales from Jan. 1st to Feb. 15th, 1936, were \$17,000.00.

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It is impossible for editors to write personal letters when returning the thousands of manuscripts they do not choose to buy. In courtesy, something must be said to the writers. Thus we have printed rejection slips. Of endless variety in size, color and wording, they are all alike in this—

They are cheap makeshifts for the comment which could be given. They are cruel and misleading. They have destroyed the flame of hope in thousands of worthy men and women, who guessed about them, and guessed wrong, and surrendered their ambitions.

There are dozens of reasons why good stories are often sent back with rejection slips.

You don't know whether your story almost made the magazine or not.

If the editor didn't like the story, is he right? He may be—but he may not be.

If something was wrong with your story, what was it? **The rejection slip doesn't tell.**

Don't try to learn the writing business from rejection slips. You may rewrite stories which you need only to submit to the right market. You may resubmit without revision a story which contains a defect which is obvious to an A. & J. critic and quite easily corrected. You may stop writing, discouraged, when success is within your reach.

### GET THE HELP OF PROFESSIONALS

Send your manuscripts to the Author & Journalist Criticism Department, and receive the expert judgment and advice of professionals who have handled thousands of manuscripts.

Rates are very reasonable—\$2.00 for the first 1000 words, then 50 cents a thousand to 10,000. The charge for each additional 1000 words above 10,000 is 40 cents. All manuscripts should be accompanied by return postage.

### THE AUTHOR & JOURNALIST CRITICISM DEPARTMENT

1837 Champa St., Denver, Colo.

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Many readers are more interested in making an immediate marketing test of their manuscripts than in obtaining criticism and counsel. For such clients THE AUTHOR & JOURNALIST Sales Agency is maintained.

The Agency offers many advantages over the writer's individual effort. First, it eliminates resultless and expensive submission and mailing labor. THE AUTHOR & JOURNALIST Staff examines each manuscript expertly against the background of its down-to-the-minute knowledge of magazines and their current editorial needs. If the manuscript is not considered salable, it is returned to the writer at once. A brief letter of opinion accompanies.

If the manuscript is deemed salable, it is expertly offered to magazines in an effort to accomplish a sale. When checks are received from publishers, THE AUTHOR & JOURNALIST makes settlements promptly, less 10% commission, minimum commission, \$4.

To use THE AUTHOR & JOURNALIST Sales Agency, you need only submit your manuscript with reading fee (\$1 for the first 1000 words in each manuscript, 25 cents for each additional 1000 words) and return postage.

The Agency does not market poetry, photoplays, syndicate features or columns, forlorn hopes, or material of limited appeal. Its services are offered for good fiction and articles. Address—

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